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CBS SPONSORED AND SUSTAINING PROGRAMS

APRIL 1937

Published Monthly for Advertising Executives by
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Over 20,000,000 radio families in the United States turn to the Columbia Network for Music, Entertainment, News, Special Features, Education and Religion. In these six categories they hear over 20,000 different Columbia programs within a single year. How such a schedule is planned, and how Columbia brings to the American public its balanced fare of radio throughout the year, is shown here in its 1/12th part—for the month of April.

CBS SPONSORED

CLIENT	PRODUCT
AMERICAN HOME PRODUCTS CORP.	Edna Wallace Hopper
	Anacin
	Old English Floor Wax
	Bisodol
	Kolynos Dentifrice
AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes
	Roi-Tan Cigars
ATLANTIC REFINING CO.	White Flash Gas and Oil
BARNSDALL REFINING CORP.	Petroleum Products
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BURDETT COLLEGE	Business Courses

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	173 Weeks
Our Gal Sunday *Serial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		1 Week
Our Gal Sunday *Serial drama*	Thurs. and Fri. 12:45–1:00 p.m.		147 Weeks
Broadway Varieties with Oscar Shaw, MC, Victor Arden's Orch. *Music, drama and comedy*	Friday 8:00–8:30 p.m.		184 Weeks
Hammerstein Music Hall with Ted Hammerstein as MC *Variety and guest stars*	Tuesday 8:00–8:30 p.m.		295 Weeks
"Your Hit Parade", with Mark Warnow's Orchestra *Popular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	48 Weeks
Lucky Strike Presents Edwin C. Hill *News commentator*	Mon. thru Fri. 12:15–12:30 p.m.		
Man to Man Sports Review *With* Clary Settell, *Sports discussion*	Mon., Wed., Fri. 7:30–7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	Starts 4/5/37
Ma and Pa *Serial drama*	Mon. thru Fri. 7:15–7:30 p.m.	N. W. Ayer & Son, Inc.	79 Weeks
Courteous Colonels *Male chorus, with orchestra conducted by* George C. Baum	Saturday 10:45–11:15 p.m.	Co-Operative Advertising, Inc.	80 Weeks
Your Unseen Friend *Dramatizations*	Sunday 5:00–5:30 p.m.	Albert Frank-Guenther Law	26 Weeks
Finding Yourself *Talks by* Mr. H. M. Rasely	Tuesday 6:15–6:30 p.m.	N. W. Ayer & Son, Inc.	12 Weeks

Continued on next page

CBS SPONSORED

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CARBORUNDUM COMPANY	Carborundum
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream
	Palmolive Soap
	Super Suds and Concentrated Super Suds
	Colgate Dental Powder and Dental Cream

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Hollywood Hotel with Fred MacMurray and Raymond Paige's Orchestra *Comedy, music and guest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	130 Weeks
Ken Murray, with "Oswald", Shirley Ross, Marlyn Stuart, and Lud Gluskin's Orchestra *Comedy and popular music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30–12 mid.		
The Carborundum Band Edward D'Anna's Band and Francis Bowman *Band music and Indian legends*	Saturday 7:30–8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	142 Weeks
Rubinoff, Jan Peerce and Virginia Rea *Light music and vocalists*	Sunday 6:30–7:00 p.m.	Campbell-Ewald Co., Inc.	52 Weeks
Major Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	56 Weeks
The Gang Busters with Phillips Lord *Police-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	64 Weeks
Palmolive Beauty Box Theatre, with Jessica Dragonette and Al Goodman's Orchestra *Operetta and light music*	Wednesday 9:30–10:00 p.m.		64 Weeks
Myrt and Marge *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m.	Benton & Bowles, Inc.	57 Weeks
Your Adventure with Floyd Gibbons *Dramatizations*	Thursday 10:00–10:30 p.m.		13 Weeks

Continued on next page

CBS SPONSORED

CLIENT	PRODUCT
CONTINENTAL BAKING COMPANY	Wonder Bread
THOS. COOK & SON, LTD.	Travel
CORN PRODUCTS REFINING CO.	Karo and Linit
CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO.	Institutional Advertising
DURKEE'S FAMOUS FOODS, LTD.	Food Products
FELS & COMPANY	Fels Naptha Soap

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Pretty Kitty Kelly *Serial drama*	Mon. thru Fri. 6:45–7:00 p.m. Rebr. 11:15–11:30 p.m.	Benton & Bowles, Inc.	108 Weeks
Cook's Travelogue with Malcolm La Prade *Travel talks*	Sunday 2:45–3:00 p.m.	L. D. Wertheimer Adv., Inc.	17 Weeks
Five Star Revue *Variety*	Mon., Wed., Fri. 1:00–1:15 p.m.	E. W. Hellwig Company	240 Weeks
Bachelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	118 Weeks
Joe Penner with Jimmy Grier's Orchestra *Comedy and music*	Sunday 6:00–6:30 p.m.	Ruthrauff & Ryan, Inc.	134 Weeks
Cavalcade of America, Don Voorhees' Orchestra and Drama *Historical dramatizations*	Wednesday 8:00–8:30 p.m. Rebr. Thursday 11:30–12:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	94 Weeks
Good Afternoon Neighbor *Serial drama*	Tues. and Fri. 2:45–3:00 p.m. PST	Botsford, Constantine & Gardner	29 Weeks
Jack Berch and Mark Warnow's Orchestra *Vocalist with orchestra* Centerville Sketches *Serial drama*	Tues. and Thurs. 1:00–1:15 p.m. Mon. thru Thurs. 4:45–5:00 p.m. PST	Young & Rubicam, Inc.	98 Weeks

Continued on next page

CBS SPONSORED

CLIENT	PRODUCT
FORD MOTOR COMPANY	Motor Cars
J. B. FORD COMPANY	Wyandotte Cleaning Products
GENERAL BAKING COMPANY	Bond Bread
GENERAL MILLS, INC.	Wheaties, Softasilk, Bisquick, a Kitchen-Tested Flour
GILLETTE SAFETY RAZOR CO.	Safety Razors and Blades
GREAT A&P TEA COMPANY	A&P Coffees
GROUP OF AMERICAN BANKS	Banking Service
GULF OIL CORPORATION	Motor Oil and Gas

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Sunday Evening Hour *Symphonic music, and talks by* Wm. J. Cameron	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	165 Weeks
Al Pearce and His Gang in Watch the Fun Go By *Comedy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12–12:30 p.m.		
A Page from Your Life *Dramatizations of listeners' experiences*	Tues., Thurs., Sat. 2:00–2:15 p.m.	N. W. Ayer & Son, Inc.	5 Weeks
Bond Bakers Present Guy Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	325 Weeks
Gold Medal Feature Hour *Serial dramas, news, hymns, household advice*	Mon. thru Fri. 10:00–11:00 a.m. Rebr. 1:00–2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox-Reeves Agency	317 Weeks
Original Gillette Community Sing with Milton Berle, Jones and Hare *Audience singing and comedy*	Sunday 10:00–10:45 p.m.	Ruthrauff & Ryan, Inc.	30 Weeks
A&P Band Wagon Starring Kate Smith *Popular music and dramatic interludes*	Thursday 8:00–9:00 p.m.	Paris & Peart	82 Weeks
The Philadelphia Symphony Orch. *Symphonic music, and guest speakers*	Friday 10:00–10:30 p.m.	The Wessel Company	20 Weeks
Phil Baker with Oscar Bradley's Orchestra *Comedy and popular music*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	164 Weeks

Continued on next page

CBS SPONSORED

CLIENT	PRODUCT
H. J. HEINZ COMPANY	57 Varieties
HOMEMAKERS' COUNCIL OF THE AIR	Participating Sponsorship—New England
KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
LADY ESTHER COMPANY	Cosmetics
LEHN & FINK PRODUCTS COMPANY	Pebeco Toothpaste
	Lysol
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Spry
	Rinso and Lifebuoy

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Heinz Magazine of the Air *Serial drama, guest speakers, music*	Mon., Wed., Fri. 11:00–11:30 a.m. Rebr. 3:00–3:30 p.m.	Maxon, Inc	56 Weeks
Homemakers' Council of the Air *Household advice*	Tues. and Thurs. 9:15–9:30 a.m.	James F. Fay	11 Weeks
Quality Twins with Ed East and Ralph Dumke *Comedy and songs*	Tues. and Thurs. 11:15–11:30 a.m.	Federal Advertising Agency	27 Weeks
Wayne King's Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Stack-Goble Advertising Agency	182 Weeks
The Gumps *Serial drama*	Mon. thru Fri. 12:00–12:15 p.m.	Lennen & Mitchell, Inc.	134 Weeks
Dr. Allan Roy Dafoe *Child care talks*	Mon., Wed., Fri. 11:45–12:00 noon		51 Weeks
The Lux Radio Theatre with stars of stage and screen *Dramatic;* Cecil B. De Mille, *director*	Monday 9:00–10:00 p.m.	J. Walter Thompson Company	88 Weeks
Big Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.	Ruthrauff & Ryan, Inc.	29 Weeks
Aunt Jennie's Real Life Stories *Dramatic*	Mon. thru Fri. 1:45–2:00 p.m. Rebr. 4:45–5 p.m.		11 Weeks
Al Jolson, Martha Raye, Parkyakarkus, Victor Young *Variety*	Tuesday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		53 Weeks

Continued on next page

CBS SPONSORED

CLIENT	PRODUCT
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Granger Tobacco
MANHATTAN SOAP COMPANY	Sweetheart Soap
NASH-KELVINATOR CORPORATION	Nash Motors Division
	Kelvinator Refrigerators
NATIONAL BISCUIT COMPANY	Food Products
NATIONAL ICE ADVERTISING, INC.	Natural Ice and Ice Boxes
PET MILK SALES CORP.	Irradiated Pet Milk

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Andre Kostelanetz and Nino Martini *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	219 Weeks
Hal Kemp, Kay Thompson and Rhythm Singers *Popular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		
Alexander Woollcott, "The Town Crier" *Narrations*	Tues. and Thurs. 7:30–7:45 p.m. Rebr. 12:30–45 a.m.		13 Weeks
The Wife Saver with Allen Prescott *Household advice*	Wed. and Fri. 9:30–9:45 a.m.	Peck Advertising Agency	64 Weeks
Nash Speedshow with Vincent Lopez' Orchestra Grace Moore *Variety*	Saturday 9:00–9:30 p.m.	J. Walter Thompson Company	28 Weeks
Professor Quiz *Questions and answers*	Saturday 8:00–8:30 p.m.	Geyer, Cornell & Newell, Inc.	4 Weeks
1937 Edition of Twin Stars featuring Victor Moore and Helen Broderick *Comedy and variety*	Sunday 8:00–8:30 p.m.	McCann-Erickson, Inc.	1 Week
Homemakers' Exchange Eleanor Howe *Household advice*	Tues. and Thurs. 11:45–12 noon	Donahue & Coe	43 Weeks
The Pet Milky Way with Mary Lee Taylor, home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3–3:15 p.m.	Gardner Advertising Company	182 Weeks
Saturday Night Serenade *Popular music*	Saturday 9:30–10:00 p.m.		26 Weeks

Continued on next page

CBS SPONSORED

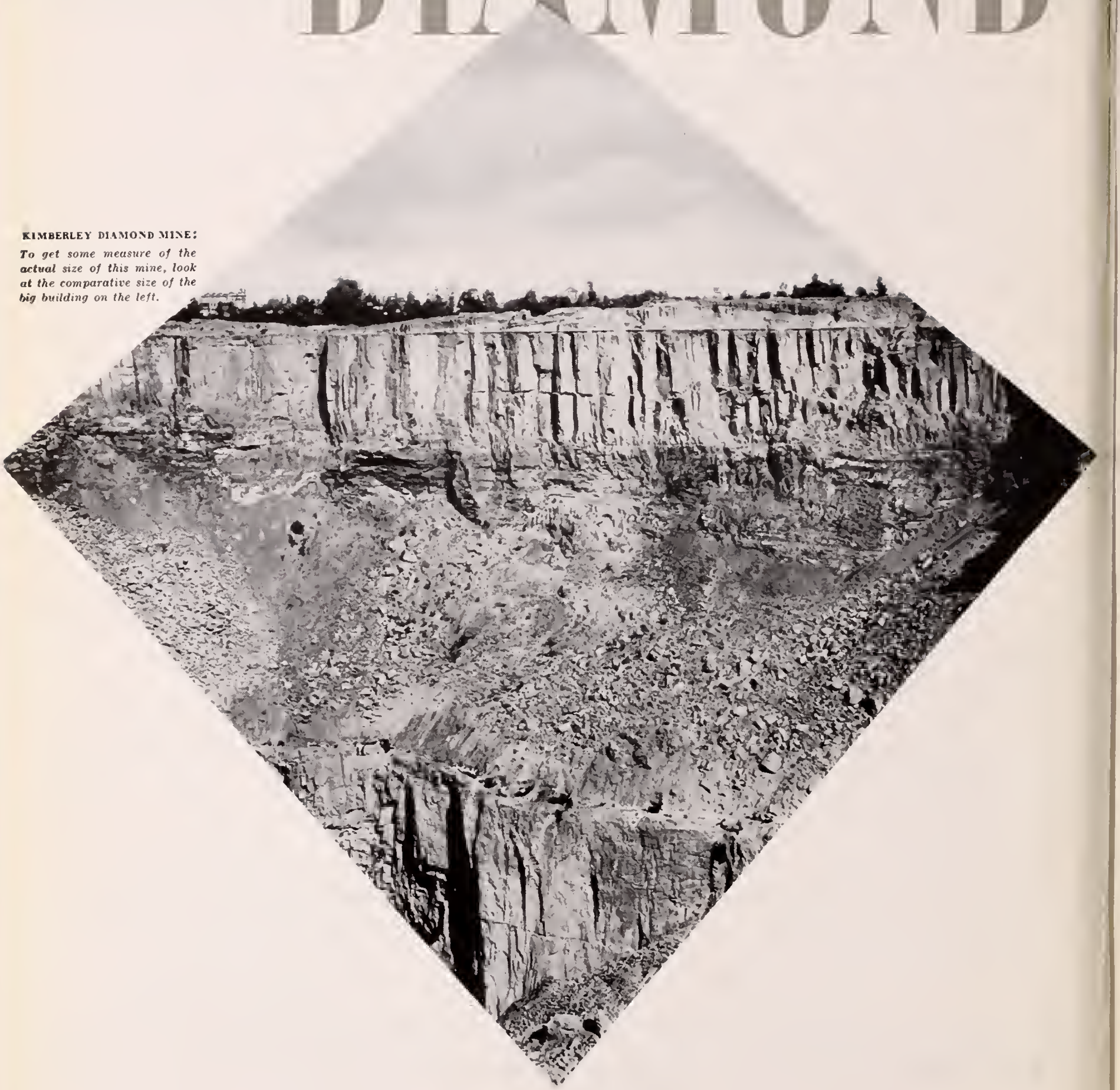
CLIENT	PRODUCT
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PACKING COMPANY, INC.	Phillips Delicious Soups
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels
SINCLAIR REFINING COMPANY	Petroleum Products
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerators

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Boake Carter *News commentator*	Mon. thru Fri. 7:45–8:00 p.m.	Hutchins Advertising Co., Inc.	298 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrill, Phil Duey and mixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.	The Biow Company, Inc.	8 Weeks
George Rector *Food talks and recipes*	Wed., Thurs., Fri. 1:30–1:45 p.m.	Compton Advertising, Inc.	7 Weeks
Phillips Poly Follies *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	45 Weeks
News Through a Woman's Eyes—Kathryn Cravens *News commentator*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	73 Weeks
Jack Oakie's College with Georgie Stoll's Orchestra and Benny Goodman's Band and Guests *Comedy and music*	Tuesday 9:30–10:30 p.m.	William C. Esty Co.	196 Weeks
Babe Ruth *Big League baseball news*	Wed. and Fri. 10:30–10:45 p.m.	Federal Advertising Agency, Inc.	7 Weeks
Horace Heidt and His Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	108 Weeks

Continued on page 17

DIAMOND



KIMBERLEY DIAMOND MINE: *To get some measure of the* ***actual*** *size of this mine, look at the comparative size of the big building on the left.*

HUNTING ?

In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl.

Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth.

What has this to do with radio?

There are hours on the air *next-door* to the "discovered" hours of radio—*less than a minute away from radio's "established" audiences.* Many air advertisers are discovering the wealth of *these* hours; have already staked claims in them out of which come increasing advertising bonuses!

We think you should know of such hours still available *for your use* — particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them; these rich hours available on the Columbia Network.

CBS

THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York

CBS SPONSORED

CLIENT	PRODUCT
SWIFT & COMPANY	Sunbrite Cleanser
THE TEXAS COMPANY	"Texaco" Products
TIME, INC.	Time Magazine
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Sunbrite Junior Nurse Corps *Children's drama*	Mon., Wed., Fri. 5:00–5:15 p.m. Rebr. 6–6:15 p.m.	Stack-Goble Advertising Agency	38 Weeks
Texaco Fire Chief Starring Eddie Cantor *Comedy and music*	Sunday 8:30–9:00 p.m. Rebr. 11–11:30 p.m.	Hanff-Metzger, Inc.	28 Weeks
The March of Time *News dramatizations*	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	121 Weeks
Pick and Pat in Pipe Smoking Time with Benny Krueger's Orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	96 Weeks
Poetic Melodies *Poetry readings and light music*	Mon. thru Thurs. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff, Inc.	253 Weeks
Mortimer Gooch *Serial drama*	Friday 7:00–7:15 p.m. Rebr. 11–11:15 p.m.		
Scattergood Baines *Serial drama*	Mon. thru Fri. 8:00–8:15 p.m. PST		

CBS SUSTAINING PROGRAMS

SECTION 1 THE NEW YORK PHILHARMONIC
AMERICAN SCHOOL OF THE AIR
CHURCH OF THE AIR . . . . *Pages 21–23*

SECTION 2 COLUMBIA NETWORK SPECIAL FEATURES . . . . *Pages 24–25*

SECTION 3 COLUMBIA DAY-TO-DAY SUSTAINING PROGRAMS . . . . *Pages 26–30*

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CBS SUSTAINING

SECTION 1

NOTE: Among the many hours of programs broadcast "by Columbia" each week, three regular features are particularly familiar to the coast-to-coast radio audience. Each has been on the air for over six successive years. We list below detailed information on these—the New York Philharmonic Symphony Society, Sunday afternoon concerts; the Church of the Air; and the American School of the Air—for the month of April.

NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA*

Artur Rodzinski, Conductor

Sundays, 3:00–5:00 P. M.

April 4—Respighi—"The Birds": Suite for Small Orchestra.

Barber—Symphony in one movement.

Saint-Saens—Concerto in A minor, No. 1, for Violoncello and Orchestra, Op. 33, Joseph Schuster, Soloist.

Bloch—"Voice in the Wilderness", Symphonic Poem with 'Cello Obbligato. Joseph Schuster, Soloist.

Ravel—"Alborada del Gracioso".

Albeniz—"Triana" (Orchestrated by E. F. Arbos).

April 11—Honegger—"Le Roi David" with Richard Hale, Narrator; Chorus of the Schola Cantorum; Agnes Davis, Soprano; Anna Kaskas, Contralto; Frederick Jagel, Tenor.

Aaron Copland—Dance Symphony.

April 18—Bach-Weiner—Toccata and Fugue, C major.

Beethoven—Symphony No. 5, C minor.

Brahms—Symphony No. 1, C minor.

**The Sunday afternoon broadcasts of the Philharmonic Symphony Society for the 1936-1937 season come to a close at the end of the program on April 18. Starting April 25 Howard Barlow will conduct the Columbia Symphony Orchestra in a program of serious music—"Everybody's Music"—every Sunday from 3:00-4:00 P. M.*

PROGRAMS FOR APRIL

AMERICAN SCHOOL OF THE AIR

Monday through Friday, 2:15–2:45 P.M.

April 5—HISTORY—The American School System.

April 6—LITERATURE—Radio version of "Hamlet".

April 7—GEOGRAPHY—An Oklahoma Oil Field.

April 8—LITERATURE—Tom Hickathrift the Conqueror.
MUSIC (Intermediate)—International Broadcast from Copenhagen.

April 9—CURRENT EVENTS—by Shepard Stone.
VOCATIONAL GUIDANCE—"Is there anything more to learn?"

April 12—HISTORY—American Games.

April 13—MUSIC—The Bach Family.

April 14—GEOGRAPHY—Atlantic Tidewater Truck Farms.

April 15—SCIENCE—What Is Inside a Battery?
MUSIC (Intermediate)—International Broadcast from Amsterdam.

April 16—CURRENT EVENTS—by Shepard Stone.
VOCATIONAL GUIDANCE—"Riding a hobby-horse".

April 19—HISTORY—Aviation.

April 20—LITERATURE—Radio version of Henry the V.

April 21—GEOGRAPHY—The Gaspé Peninsula.

April 22—LITERATURE (Intermediate)—Johnny Appleseed.
MUSIC (Intermediate)—International Broadcast from Glasgow.

April 23—CURRENT EVENTS—by Shepard Stone.
VOCATIONAL GUIDANCE—"Honesty is still the best policy".

April 26—HISTORY—Radio.

April 27—MUSIC—The Mozart Family.

April 28—GEOGRAPHY—Baffin Island and North Greenland.

April 29—SCIENCE—Experiment to be chosen from suggestions received from audience.
MUSIC (Intermediate)—International Broadcast from Dublin.

April 30—CURRENT EVENTS—by Shepard Stone.
VOCATIONAL GUIDANCE—"Attaining satisfaction through one's work".

CHURCH OF THE AIR

Sundays, 10:00–10:30 A.M. and 1:00–1:30 P.M.

April 4—10:00–10:30 A.M.
Dr. Frederick Smith, Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri (from WCAU, Philadelphia).

1:00–1:30 P.M.
Rabbi Victor Reichert, Congregation Bene Israel, Cincinnati, Ohio.

April 11—10:00–10:30 A.M.
Dr. Frank Kingdon, University of Newark, Newark, N. J.

1:00–1:30 P.M.
Rev. Daniel A. Poling, D.D., Baptist Temple, Philadelphia, Pa.

April 18—10:00–10:30 A.M.
Rev. Julius F. Krolfifer, St. John's Unitarian Church, Cincinnati, Ohio.

1:00–1:30 P.M.
(To be determined).

April 25—10:00–10:30 A.M.
Rev. George Alexander Campbell, Union Avenue Christian Church, St. Louis, Missouri.

1:00–1:30 P.M.
Rev. Dr. David de Sola Pool, Spanish and Portuguese Synagogue, New York.

PROGRAMS FOR APRIL

SECTION 2

NOTE: Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even on occasion, hour to hour basis. Flexibility and timeliness are the keynotes of this schedule. FLEXIBILITY: to make possible the placing of a CBS microphone on any one of the world's thousand stages which happens from day to day, or week to week, to get the spotlight. TIMELINESS: for that is the essence of radio.

The listing below, for instance, of special features scheduled for April includes at press time *only a small fraction* of the many special features which will be broadcast during the month as Columbia's microphones move over all of America and the world to record the voices of history-in-the-making.

APRIL 2—Shepard Stone—Talk on 20th Anniversary of President Wilson's Declaration of War, 10:30–10:45 P.M.

APRIL 4—20th Anniversary World War Program, 1:30–2:30 P.M.

APRIL 6—"Economic Co-operation"—Talk by Harry Butler, Director International Labor Office, 6:15–6:30 P.M.

APRIL 7—Esmond Long, President National Tuberculosis Association—"Stopping Tuberculosis at its Source"—Talk, 6:30–6:40 P.M.

APRIL 7—"What the Supreme Court Has Done for the People". Speakers: Senators Edward R. Burke of Nebraska, Bennett Champ Clark of Missouri, Gerald P. Nye of North Dakota, Joseph C. O'Mahoney of Wyoming.

APRIL 9—10:30–10:45 P.M. Reserved for authoritative talks on subjects of current interest.

APRIL 10—Eighth Festival of Chamber Music of Coolidge Foundation—of Library of Congress, 11:15 A.M.–1:00 P.M. First American appearance of Paul Hindemith.

County Chorus of 600 Children from Louisville, 11:00–11:15 A.M.

Mount St. Joseph Glee Club, 1:00–1:15 P.M.

Broadcast from Social Security Luncheon—Talk by William Green, 2:15–2:30 P.M.

APRIL 11—Lady Rhoda—Coronation Talk from London, 2:00–2:15 P.M.

APRIL 14—President Roosevelt's Address Before Governing Board of Pan-American Union, 11:00–11:15 A.M.

APRIL 14—10:30–10:45 P.M. Reserved for authoritative talks on subjects of current interest.

APRIL 16—10:30–10:45 P.M. Reserved for authoritative talks on subjects of current interest.

APRIL 17—Elizabeth Sprague Coolidge Prize Quartet, 6:00–6:30 P.M.

APRIL 21—10:45–11:00 P.M. Reserved for authoritative talks on subjects of current interest.

APRIL 23—10:30–10:45 P.M. Reserved for authoritative talks on subjects of current interest.

APRIL 26—National Federation of Music Clubs, Biennial Convention, from Indianapolis, 3:30–4:00 P.M.

APRIL 28—10:45–11:00 P.M. Reserved for authoritative talks on subjects of current interest.

APRIL 30—10:30–10:45 P.M. Reserved for authoritative talks on subjects of current interest.

PROGRAMS FOR APRIL

SECTION 3

NOTE: Columbia's regular day to day sustaining features are listed below. A glance at the many types of programs in this schedule—planned to complement Columbia's sponsored schedule—shows how diversified is Columbia's appeal, for 16 hours a day, to every part of the American radio audience.

Programs have been classified by days of the week on which they are usually heard. However, the particular times of the day have not been shown, as changes are often made from day to day to allow for the inclusion of special features.

SUNDAY

Sunday Morning at Aunt Susan's
Entertainment for Children

Press Radio News
News Summaries

Major Bowes' Capitol Family
Musical Divertisement, with Major Bowes as M. C.

Salt Lake City Tabernacle Choir and Organ
Sunday Morning Choral Services

CBS-International News Exchange
European news interpretations, by foreign correspondents, from London and Paris

History Behind the Headlines
Highlighting the historical background to current news. (Scheduled in cooperation with the American Historical Association)

Music of the Theatre
From Arthur Sullivan to Cole Porter—and famous stage music between the two

Columbia Workshop
Experiments in radio and dramatic technique. Irving Reis, Director

H. V. Kaltenborn
Not only what happened in the news today—but why it happened

Press Radio News
News Summaries

Red Nichols and his Orchestra
Late Evening Dance Music

Leon Belasco and his Orchestra
Late Evening Dance Music

Vincent Lopez and his Orchestra
Late Evening Dance Music

Isham Jones and his Orchestra
Late Evening Dance Music

MONDAY

Metropolitan Parade
Rhythm and Song

Richard Maxwell
Songs of Comfort and Cheer

Press Radio News
News Summaries

"The Supreme Court Hearings"—
Robert W. Horton
Comment on day-to-day developments in the Supreme Court Issue

Bluebirds
3 voices in popular music harmony

CBS SUSTAINING

Colonel Jack Major

Popular music with Colonel Jack Major as rustic story teller and M. C.

"Pop" Concert—Howard Barlow and Orchestra

Serious Music—of the shorter and lighter variety

"Treasures Next Door"—Department of Education

Dramatizations of famous books and authors (in cooperation with the office of Education of the U. S. Dept. of the Interior)

Chicago Variety Hour

Popular Jamboree

Dorothy Gordon's Children's Corner

Songs, games and stories for children

Doris Kerr, songs

Popular Vocalist

Wilderness Road

The experiences and adventures of an early American pioneer family, dramatized for the enjoyment and education of children

Tito Guizar

Popular and classic songs, with self-accompaniment on the guitar

Press Radio News

News Summaries

Hollace Shaw, songs

Popular Vocalist

"Let Freedom Ring"

Dramatization of man's struggle to achieve human liberties. (Produced in conjunction with the Educational Radio Project of the Office of Education of the Department of the Interior)

Happy Felton and his Orchestra

Late Evening Dance Music

Jay Freeman and his Orchestra

Late Evening Dance Music

Ozzie Nelson and his Orchestra

Late Evening Dance Music

Ted Fiorito and his Orchestra

Late Evening Dance Music

TUESDAY

"Dear Columbia"

Popular Music "by request" as asked for in Columbia Audience Mail

Richard Maxwell

Songs of Comfort and Cheer

Press Radio News

News Summaries

The Captivators

Orchestral arrangements of popular music

"The Supreme Court Hearings"—Robert W. Horton

Comment on day-to-day developments in the Supreme Court Issue

Merrymakers

Popular Music, by vocalists and orchestra

Bill Wright, "Vice President"

Comedy and Popular Music

Story of the Song

Distinguished Singers in great vocal music

Children's Concert, Cincinnati Symphony Orchestra—Eugene Goossens, Conductor

Serious music selected for a children's audience, to give them greater understanding and appreciation of major symphonic works

"Sing and Swing" with Carlton Kelsey and Orchestra

Popular music in the current "Swing" style

Del Casino, songs

Tenor Vocalist

PROGRAMS FOR APRIL

Science Service Series
Talks by scientists on current developments and achievements in Science. (In cooperation with Science Service)

St. Louis Syncopators
Popular Orchestral Music

Wilderness Road
(See Monday)

Patti Chapin, songs
Popular Ballad Vocalist

Alexander Cores, concert violinist
Violin Solos, with piano accompaniment

Dinner Dance
Dance Music

Press Radio News
News Summaries

"Americana"—Freddie Rich and Augmented Orchestra
Music by American Composers

Tommy Dorsey and his Orchestra
Late Evening Dance Music

Anson Weeks and his Orchestra
Late Evening Dance Music

Art Shaw and his Orchestra
Late Evening Dance Music

Leon Belasco and his Orchestra
Late Evening Dance Music

WEDNESDAY

Music in the Air
Early morning popular music with vocalists

"The Supreme Court Hearings"—Robert W. Horton
Comment on day-to-day developments in the Supreme Court Issue

Manhattan Matinee
Popular Music, New Talent and Guest Artists

Current Questions Before the House
Talks by Congressmen on Current Issues in the House of Representatives

Jimmy Brierly with Leon Goldman's Orchestra
Light, Sentimental Music

Curtis Institute of Music
Symphonic music, chamber music, vocal and instrumental solos by student artists

Academy of Medicine Program
Talks by prominent members of the medical profession

Dorothy Gordon's Children's Corner
Songs, games and stories for children

Four Stars
Vocal Quartet

Wilderness Road
(See Monday)

Del Casino, songs
Tenor Popular Vocalist

George Hall and his Orchestra
Dance Music

Press Radio News
News Summaries

Time for Buddy Clark
Popular Vocalist

Benny Goodman and his Orchestra
Late Evening Dance Music

Red Nichols and his Orchestra
Late Evening Dance Music

Tommy Dorsey and his Orchestra
Late Evening Dance Music

Harry Owen and his Orchestra
Late Evening Dance Music

THURSDAY

Greenfield Village Chapel
Choir Services from Henry Ford's Early American Village

CBS SUSTAINING

As You Like It
Popular Music with Vocalists

Press Radio News
News Summaries

Captivators
Novelty Dance Orchestra

"The Supreme Court Hearings"—Robert W. Horton
Comment on day-to-day developments in the Supreme Court Issue

Rambles in Rhythm
Popular Dance Music

Bill Wright, Vice-President
Comedy and Popular Music

Do You Remember?
Reminiscent Music

Westminster Choir of Princeton, N. J.
Choral and organ music of Bach

U. S. Army Band
Band Music

Current Questions Before the Senate
Talks by U. S. Senators on Current Issues in the Senate

All Hands on Deck
Comedy and Popular Music

Wilderness Road
(See Monday)

Patti Chapin
Popular Ballad Vocalist

Clyde Barrie, with Concert Orchestra
Baritone with Symphony Orchestra

George Hall and his Orchestra
Dance Music

Press Radio News
News Summaries

Happy Felton and his Orchestra
Late Evening Dance Music

Isham Jones and his Orchestra
Late Evening Dance Music

Henry King and his Orchestra
Late Evening Dance Music

Leon Belasco and his Orchestra
Late Evening Dance Music

FRIDAY

Metropolitan Parade
Rhythm and Song

"The Supreme Court Hearings"—Robert W. Horton
Comment on day-to-day developments in the Supreme Court Issue

Cincinnati Symphony Orchestra, Eugene Goosens, Conductor
Symphonic Music

Kreiner String Quartet
Chamber Music

Friday Melody Revue
Popular Music

Salvation Army Staff Band
Traditional Band Music

Dorothy Gordon's Children's Corner
Songs, games and stories for children

Doris Kerr, songs
"Blues" Vocalist

Wilderness Road
(See Monday)

The Three Consoles
Popular Organ Music

Tito Guizar
(See Monday)

Buddy Clark, Four Stars and Orch.
Popular Orchestra Music, Quartet, Vocalist

Press Radio News
News Summaries

PROGRAMS FOR APRIL

Hollace Shaw, songs
Coloratura Soprano

Ozzie Nelson and his Orchestra
Late Evening Dance Music

Eddie Duchin and his Orchestra
Late Evening Dance Music

Guy Lombardo and his Orchestra
Late Evening Dance Music

Art Shaw and his Orchestra
Late Evening Dance Music

SATURDAY

Press Radio News
News Summaries

Mellow Moments
String Ensemble

Your Home and Mine
Talks by Bryson Rash on the Development of Better Homes. (In cooperation with Federal Housing Administration)

Richard Maxwell
Songs of Comfort and Cheer

Let's Pretend
Dramatizations of Fairy Tales by children, for children

Cincinnati Conservatory of Music
Symphonic, choral and instrumental music by faculty and advanced students

Captivators
Novelty Dance Orchestra

George Hall and his Orchestra
Dance Music

Orientale
Gypsy Melodies

Madison Ensemble
String Ensemble

Down by Herman's
A "Beer-Garden" Musical

Tours in Tone
Popular Music

Department of Commerce Series
The History of Industrial Development in the U. S.

The Dancapators
Popular Music

Clyde Barrie, baritone
Semi-Classical Vocal program

Ann Leaf at the Organ, with Jimmy Brierly
Popular Organ Music, Vocal Selections

Drama of the Skies
The Story of Astronomy

Singing Waiters
Operatic Arias

Ben Feld and his Orchestra
Dance Music

Press Radio News
News Summaries

Eton Boys, Quartet
Popular Music

Tito Guizar
Popular and classic songs, with self-accompaniment on the guitar

Saturday Swing Session
Jam Sessions with Guests

Design in Harmony
Sophisticated Tone Portraits

Benny Goodman and his Orchestra
Late Evening Dance Music

Anson Weeks and his Orchestra
Late Evening Dance Music

Ted Fiorito and his Orchestra
Late Evening Dance Music

Harry Owen and his Orchestra
Late Evening Dance Music

OUS FOO

• E. I. DU PONT DE NEMOU

EFINING COMPANY • CUDAHY PACKING COMPAN

HILCO RADIO & TELEVISION CORP. • PHILIP MORRIS & CO., LTD., INC.

ER BROTHERS COMPANY • LIGGETT & MYERS TOBACCO COMPANY • MANHATTAN SOAP C

OR CORPORATION • NATIONAL BISCUIT COMPANY • NATIONAL ICE ADVERTISING, INC. • PET M

NY, INC. • PHILLIPS PET OMPANY • PONTIAC MOTOR COMPANY • R. J. REYNOLDS TOBA

Y • GROUP OF AMERIC H. J. HEINZ COMPANY • HOMEMAKERS' C

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CO RADIO & TELEVISION CORP. • PHILIP MORRIS & CO., LTD., INC. • PHILLIPS PACKING COMP

NCLAIR REFINING CO. • STEWART-WARNER CORPORATION • SWIFT & COMPANY • THE TEXAS

N TOBACCO CO., INC. • ATLANTIC REFINING CO. • BARNSDALL REFINING CORP. • BENEF

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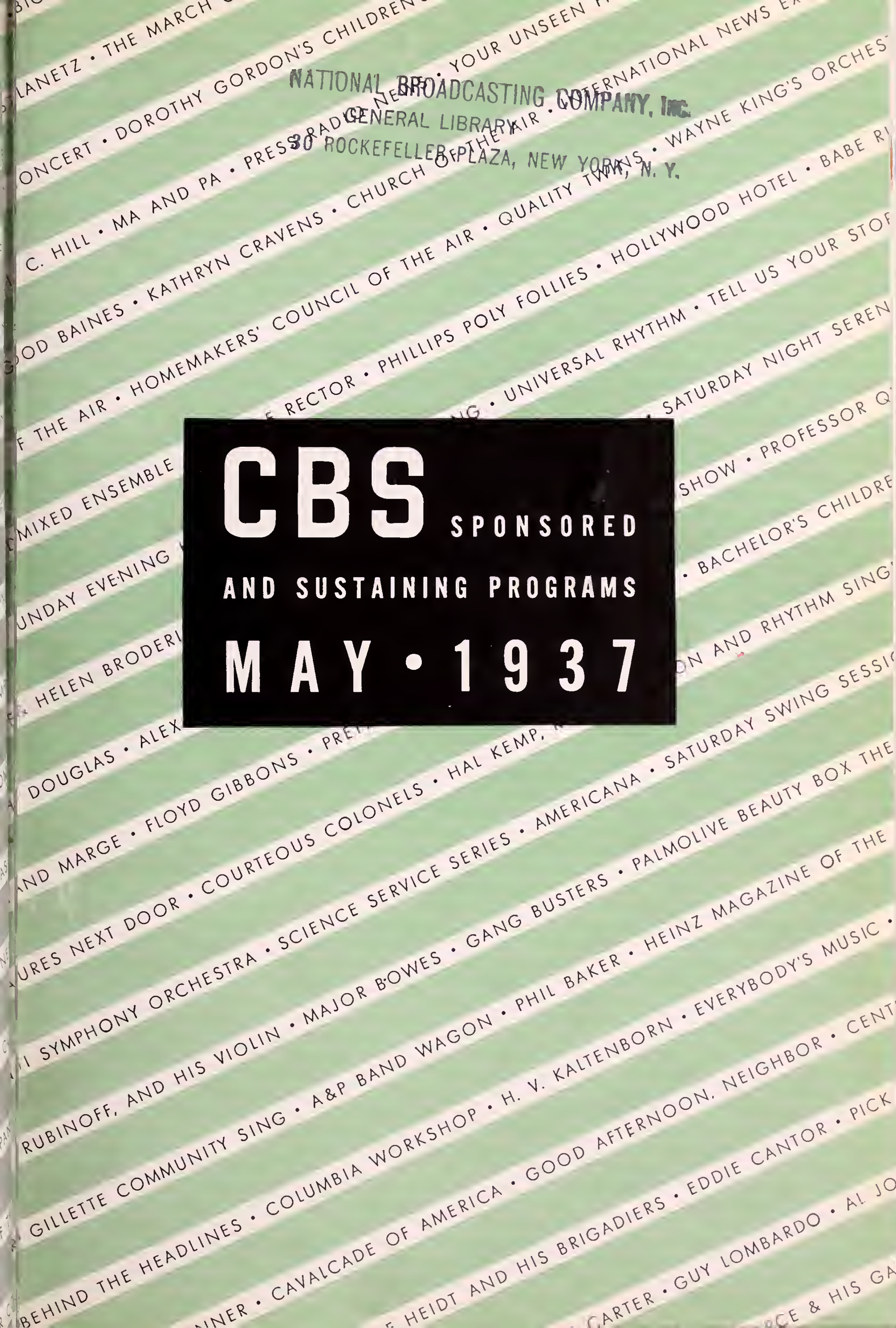
CBS SPONSORED AND SUSTAINING PROGRAMS

MAY • 1937


LANETZ • THE MARCH
ONCERT • DOROTHY GORDON'S CHILDREN
C. HILL • MA AND PA • PRESS RADIO NEWS • YOUR UNSEEN
OD BAINES • KATHRYN CRAVENS • CHURCH OF THE AIR • INTERNATIONAL NEWS EX
THE AIR • HOMEMAKERS' COUNCIL OF THE AIR • QUALITY TWINS • WAYNE KING'S ORCHES
MIXED ENSEMBLE
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UNDAY EVENING
UNIVERSAL RHYTHM • TELL US YOUR STO
HELEN BRODERI
SATURDAY NIGHT SEREN
DOUGLAS • ALEX
SHOW • PROFESSOR
AND MARGE • FLOYD GIBBONS • PRE
BACHELOR'S CHILDRE
URES NEXT DOOR • COURTEOUS COLONELS • HAL KEMP
ON AND RHYTHM SING
SYMPHONY ORCHESTRA • SCIENCE SERVICE SERIES • AMERICANA • SATURDAY SWING SESSI
RUBINOFF AND HIS VIOLIN • MAJOR BOWES • GANG BUSTERS • PALMOLIVE BEAUTY BOX THE
GILLETTE COMMUNITY SING • A&P BAND WAGON • PHIL BAKER • HEINZ MAGAZINE OF THE
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HEIDT AND HIS BRIGADIERS • EDDIE CANTOR • PICK
CARTER • GUY LOMBARDO • AL JO
CE & HIS GA

CBS SPONSORED AND SUSTAINING PROGRAMS

MAY • 1937

published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE

NEW YORK CITY, N. Y.

SPONSORED PROGRAMS

CLIENT	PRODUCT
AMERICAN HOME PRODUCTS CO.	Edna Wallace Hopper Anacin Old English Floor Wax Bisodol Kolynos Dentifrice
AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes Roi-Tan Cigars
ATLANTIC REFINING CO.	White Flash Gas and Oil
BARNSDALL REFINING CORP.	Petroleum Products
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BURDETT COLLEGE	Business Courses

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent *erial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	177 Weeks
Gal Sunday *erial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		5 Weeks
Gal Sunday *erial drama*	Thurs. and Fri. 12:45–1:00 p.m.		151 Weeks
adway Varieties with Oscar w, MC, Victor Arden's Orch. *usic, drama and comedy*	Friday 8:00–8:30 p.m.		188 Weeks
nmerstein Music Hall with Hammerstein as MC *ariety and guest stars*	Tuesday 8:00–8:30 p.m.		299 Weeks
ur Hit Parade", with Goodman's Orchestra *opular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	52 Weeks
ky Strike Presents vin C. Hill in "Your News ade" *ews commentator*	Mon. thru Fri. 12:15–12:30 p.m. Rebr. 2:30–2:45 p.m.		
n to Man Sports Review *ith* Clary Settell, *ports discussion*	Mon., Wed., Fri. 7:30–7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	4 Weeks
and Pa *erial drama*	Mon. thru Fri. 7:15–7:30 p.m.	N. W. Ayer & Son, Inc.	83 Weeks
rteous Colonels *ale chorus, with orchestra* *onducted by* George C. Baum	Sunday 7:00–7:30 p.m.	Co-Operative Advertising, Inc.	84 Weeks
r Unseen Friend *Dramatizations*	Tuesday 10:30–11:00 p.m.	Albert Frank-Guenther Law, Inc.	30 Weeks
ding Yourself *Talks by* Mr. H. M. Rasely	Tuesday 6:15–6:30 p.m.	N. W. Ayer & Son, Inc.	16 Weeks

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which the client has used CBS facilities.

SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream
	Palmolive Soap Super Suds and Concentra d Super Suds Colgate Dental Powder a d Dental Cream
CONTINENTAL BAKING COMPANY, INC.	Wonder Bread
CORN PRODUCTS REFINING CO.	Karo and Linit

PROGRAM	TIME	AGENCY	ON CBS*
llywood Hotel with ry Cooper and ymond Paige's Orchestra *Comedy, music and guest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	134 Weeks
n Murray, with "Oswald", irley Ross, Marlyn Stuart, and d Gluskin's Orchestra *Comedy and popular music*	Wednesday 8:30–9:00 p.m. Rebr. 12:30–1:00 a.m.		
binoff, Fred Keating, alter Cassell and guests *Light music and vocalists*	Sunday 6:30–7:00 p.m.	Campbell-Ewald Co., Inc.	56 Weeks
ajor Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	60 Weeks
e Gang Busters with illips Lord *Police-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	68 Weeks
lmolive Beauty Box Theatre, th Jessica Dragonette and Goodman's Orchestra *Operetta and light music*	Wednesday 9:30–10:00 p.m.		68 Weeks
yrt and Marge *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m.		61 Weeks
ur Adventure with Floyd ibbons *Dramatizations*	Thursday 10:00–10:30 p.m.		17 Weeks
etty Kitty Kelly *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. Rebr. 4:15–4:30 p.m.	Benton & Bowles, Inc.	112 Weeks
ve Star Revue *Variety*	Mon., Wed., Fri. 1:00–1:15 p.m.	E. W. Hellwig Company	244 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

SPONSORED PROGRAMS

CLIENT	PRODUCT
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford and Lincoln Motor Ca and Lincoln Zephyr
J. B. FORD COMPANY	Wyandotte Cleaning Produc
GENERAL BAKING COMPANY	Bond Bread

PROGRAM	TIME	AGENCY	ON CBS
achelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	122 Weeks
oe Penner with immy Grier's Orchestra *Comedy and music*	Sunday 6:00–6:30 p.m.	Ruthrauff & Ryan, Inc.	138 Weeks
avalcade of America, on Voorhees' Orchestra and rama *Historical dramatizations*	Wednesday 8:00–8:30 p.m. Rebr. Thursday 11:30–12:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	98 Weeks
ood Afternoon Neighbor *Serial drama*	Tues. and Fri. 2:45–3:00 p.m. PST	Botsford, Constantine & Gardner	33 Weeks
ack Berch and Mark Warnow's rchestra *Vocalist with orchestra*	Tues. and Thurs. 1:00–1:15 p.m.	Young & Rubicam, Inc.	102 Weeks
enterville Sketches *Serial drama*	Mon. thru Thurs. 12:30–12:45 p.m. PST		
unday Evening Hour *Symphonic music, and talks by* Wm. J. Cameron	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	169 Weeks
l Pearce and His Gang in atch the Fun Go By *Comedy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12–12:30 a.m.		
niversal Rhythm, with Rex handler's Orchestra, Richard onelli, Alec Templeton and andt Trio *Musical*	Saturday 7:30–8:00 p.m. Rebr. 10:45–11:15 p.m.		2 Weeks
ell Us Your Story *Dramatizations of listeners' experiences*	Tues., Thurs., Sat. 2:00–2:15 p.m.	N. W. Ayer & Son, Inc.	9 Weeks
ond Bakers Present uy Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	329 Weeks

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SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC.	Wheaties, Softasilk, Bisquic Kitchen-Tested Flour
GILLETTE SAFETY RAZOR CO.	Safety Razors and Blades
GREAT A&P TEA COMPANY	A&P Coffees
GROUP OF AMERICAN BANKS	Banking Service
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	57 Varieties
HOMEMAKERS' COUNCIL OF THE AIR	Participating Sponsorship- New England
KIRKMAN & SON, INC.	Kirkman's Soap
KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
LADY ESTHER COMPANY	Cosmetics

PROGRAM	TIME	AGENCY	ON CBS
Gold Medal Feature Hour *Serial dramas, news, hymns, household advice*	Mon. thru Fri. 10:00–11:00 a.m. Rebr. 1:00–2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	321 Weeks
Original Gillette Community Sing with Milton Berle, Jones and Hare *Audience singing and comedy*	Sunday 10:00–10:30 p.m.	Ruthrauff & Ryan, Inc.	34 Weeks
A&P Band Wagon tarring Kate Smith *Popular music and dramatic interludes*	Thursday 8:00–9:00 p.m.	Paris & Peart	86 Weeks
ymphony Concert *Symphonic music by outstanding orchestras, and guest speakers*	Friday 10:00–10:30 p.m.	The Wessel Company	24 Weeks
hil Baker with Oscar Bradley's Orchestra *Comedy and popular music*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	168 Weeks
Heinz Magazine of the Air *Serial drama, guest speakers, music*	Mon., Wed., Fri. 11:00–11:30 a.m. Rebr. 3:00–3:30 p.m.	Maxon, Inc.	60 Weeks
Homemakers' Council of the Air *Household advice*	Tues. and Thurs. 9:15–9:30 a.m.	James F. Fay	15 Weeks
ack and Loretta *Songs and Patter*	Mon. thru Fri. 2:15–2:30 p.m.	N. W. Ayer & Son, Inc.	Starts 5/3/37
Quality Twins with Ed East and alph Dumke *Comedy and Songs*	Tues. and Thurs. 11:15–11:30 a.m.	Federal Advertising Agency	31 Weeks
Wayne King's Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Stack-Goble Advertising Agency	186 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

SPONSORED PROGRAMS

CLIENT	PRODUCT
LEHN & FINK PRODUCTS COMPANY	Pebeco Toothpaste
	Lysol
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Spry
	Rinso and Lifebuoy
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields and Granger Tob
	Granger Tobacco

PROGRAM	TIME	AGENCY	ON CBS*
e Gumps *Serial drama*	Mon. thru Fri. 12:00–12:15 p.m. Rebr. 4:00–4:15 p.m.	Lennen & Mitchell, Inc.	138 Weeks 55 Weeks
. Allan Roy Dafoe *Child care talks*	Mon., Wed., Fri. 11:45–12:00 noon		
e Lux Radio Theatre with stars stage and screen *Dramatic:* Cecil B. De Mille, *director*	Monday 9:00–10:00 p.m.	J. Walter Thompson Company	92 Weeks
; Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.	Ruthrauff & Ryan, Inc.	33 Weeks
nt Jennie's Real Life Stories *Dramatic*	Mon. thru Fri. 1:45–2:00 p.m. Rebr. 2:15–2:30 p.m.		15 Weeks
Jolson, Martha Raye, kyakarkus, Victor Young *ariety*	Tuesday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		57 Weeks
dre Kostelanetz and y Pons *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	223 Weeks
l Kemp, Kay Thompson and ythm Singers *Popular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		
rts Résumé—Paul Douglas *aseball Scores*	Mon. thru Sat. 6:35–6:45 p.m.		2 Weeks
xander Woollcott, "ne Town Crier" *arrations*	Tues. and Thurs. 7:30–7:45 p.m. Rebr. 12:30–45 a.m.		17 Weeks

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SPONSORED PROGRAMS

CLIENT	PRODUCT
MANHATTAN SOAP COMPANY	Sweetheart Soap
NASH-KELVINATOR CORPORATION	Nash Motors Division Kelvinator Refrigerators
NATIONAL BISCUIT COMPANY	Food Products
NATIONAL ICE ADVERTISING, INC.	Ice and Ice Refrigerators
PET MILK SALES CORP.	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PACKING COMPANY, INC.	Phillips Delicious Soups
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.

PROGRAM	TIME	AGENCY	ON CBS★
e Wife Saver with len Prescott *Household advice*	Monday 1:30–1:45 p.m.	Peck Advertising Agency	68 Weeks
ish Speedshow with ncent Lopez' Orchestra ace Moore *Variety*	Saturday 9:00–9:30 p.m.	J. Walter Thompson Company	32 Weeks
ofessor Quiz *Questions and answers*	Saturday 8:00–8:30 p.m.	Geyer, Cornell & Newell, Inc.	8 Weeks
1 7 Edition of Twin Stars featur- g Victor Moore and Helen oderick *Comedy and variety*	Sunday 8:00–8:30 p.m.	McCann-Erickson, Inc.	5 Weeks
memakers' Exchange anor Howe *Household hints and recipes*	Tuesday 11:45–12 noon	Donahue & Coe, Inc.	26 Weeks
e Pet Milky Way with Mary Lee ylor, home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3–3:15 p.m.	Gardner Advertising Company	186 Weeks
urday Night Serenade *Popular music*	Saturday 9:30–10:00 p.m.		30 Weeks
ake Carter *News commentator*	Mon. thru Fri. 7:45–8:00 p.m.	Hutchins Advertising Co., Inc.	302 Weeks
J nnie Presents Russ Morgan's chestra, Charles Martin's Cir- nstantial Evidence Thrill, Phil ey and mixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.	The Biow Company, Inc.	12 Weeks
orge Rector *Food talks and recipes*	Wed., Thurs., Fri. 1:30–1:45 p.m.	Compton Advertising, Inc.	11 Weeks
illips Poly Follies *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	49 Weeks

★ *he figures indicate the total number of weeks which the client has used CBS facilities.*

SPONSORED PROGRAMS

CLIENT	PRODUCT
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels
SERVEL, INC.	Electrolux Refrigerators
SINCLAIR REFINING COMPANY	Petroleum Products
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerat
THE TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS
News Through a Woman's Eyes— Kathryn Cravens *News commentator*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	77 Weeks
ack Oakie's College with Georgie toll's Orchestra and Benny Goodan's Band and Guests *Comedy and music*	Tuesday 9:30–10:30 p.m.	William C. Esty Co., Inc.	200 Weeks
The March of Time *News Dramatizations*	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	2 Weeks
abe Ruth *Big League baseball news*	Wed. and Fri. 10:30–10:45 p.m.	Federal Advertising Agency, Inc.	11 Weeks
Horace Heidt and His Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	112 Weeks
exaco Fire Chief Starring ddie Cantor *Comedy and music*	Sunday 8:30–9:00 p.m. Rebr. 12:00–12:30 a.m.	Hanff-Metzger, Inc.	32 Weeks
ick and Pat in Pipe Smoking Time ith Benny Krueger's Orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	100 Weeks
oetic Melodies *Poetry readings and light music* cattergood Baines *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m. Mon. thru Fri. 8:00–8:15 p.m. PST	Neiser-Myerhoff, Inc.	257 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

THE PROGRAMS "BY COLUMBIA"

Were it possible to summarize the program schedule of a network in three words, the three words would be: Interest, Timeliness and Balance. The programs *"by Columbia"* for the month of May—the sustaining programs shown on the following pages—are ordered within this triple frame. But nothing is static about such an ordering. The schedule is as alive as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, which is intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast, and many of the programs themselves, are subject to change—as new programs arise from events on the world-front. These changes are generally listed in the local newspapers, with which all day-to-day program schedules should be checked.

For your convenience, the Columbia Network programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS . . . . . *page 17*
2. SPECIAL EVENTS . . . . . *page 18*
3. EDUCATION . . . . *page 21*
4. DRAMATIC SERIES. . . . . *page 22*
5. SERIOUS MUSIC. . . . . . *page 23*
6. PERSONALITIES . . . . . *page 26*
7. RELIGIOUS BROADCASTS. . *page 28*
8. CHILDREN'S PROGRAMS . . *page 30*
9. LIGHT MUSIC . . . . . . *page 31*

1. PUBLIC AFFAIRS

THE CORONATION—Before, on and after May 12th

His Majesty King George VI will speak to the British Empire—and to the radio world—on the afternoon of May 12th, concluding the first English Coronation ever reported by radio.

On May 12th, the Columbia Network will open approximately 5:15 A.M. and will continue to broadcast Coronation ceremonies, at intervals, until approximately 3:05 P.M., when King George will have spoken. Seven commentators of the British Broadcasting Corporation will assist Bob Trout in bringing details of the procession and ceremony to Columbia listeners. London will also be heard in America, via CBS, almost every day through May 14. Statesmen, journalists, historians, nobles, and authors will cover the Coronation as a social event, as a political event, as an economic factor; the meaning of the ceremonial, the part played by the Peers in the event and the deep tradition back of the Coronation. The programs from London to the Columbia Network include:

May 2: 1:45–2:00 P.M. Dr. Harold J. Laski
May 6: 6:45–7:00 P.M. Commander Stephen King-Hall
May 8: 6:45–7:00 P.M. Grand Duchess Marie
May 9: 1:45–2:00 P.M. Sir Josiah Stamp
3:00–3:45 P.M. Archbishop of Canterbury Conducting Coronation Service
May 10: 6:45–7:00 P.M. Lord Strabolgi
May 11: 6:45–7:00 P.M. Hector Bolitho
May 12: 5:15–10:45 A.M. Coronation Ceremony
2:20–3:05 P.M. King's Address and Empire's Homage
May 13: 6:45–7:00 P.M. Duchess of Atholl
May 14: 6:45–7:00 P.M. Marquess of Donegal

NATIONAL LEGISLATURE

Current Questions Before the House—3:30–3:45 P.M.—Each Wednesday

A weekly series of broadcasts by leading members of the House of Representatives, speaking with intimate knowledge of legislative issues.

Current Questions Before the Senate—5:00–5:15 P.M.—Each Thursday

In which the Senate is represented by its outstanding personalities to complete the audience's participation in problems of our law-making.

JOHN D. M. HAMILTON—*11:00–11:30 P.M.*—Sunday, May 16th and 23rd

The Chairman of the Republican National Committee will discuss the attitude of the Republican Party toward recent political developments.

H. V. KALTENBORN—*10:45–11:00 P.M.*—Each Sunday

The dean of radio commentators, and an international authority on current affairs, interprets the daily news for the layman, giving the background of current events and an insight into leading figures in the news.

PRESS-RADIO NEWS—Daily
A Five-Minute Digest of Headline News

This material is gathered by the Associated Press, the United Press and the International News Service. The Press-Radio Bureau edits it, and the news is broadcast at various periods, morning and night.

FRENCH NEWS EXCHANGE—*1:30–1:45 P.M.*—Sunday, May 9th and 23rd
International News Broadcast from Paris

On alternate Sundays, Pierre de Lanux, foreign editor of the Courrier des Etats-Unis (New York) analyzes developments in Europe as seen through the eyes of a French authority on current affairs.

SPECIAL EVENTS

AWARD TO STATION WHAS—*11:30–12:00 Midnight*—Sunday, May 2nd
For Heroic Radio Activities in Flood Relief

On May 2nd, William S. Paley, President of the Columbia Broadcasting System, presents the Columbia Award for Distinguished Service to Radio, to

Radio Station WHAS in Louisville, whose broadcasts during the flood saved lives and property. The presence of mind and devotion of the staff in the face of the catastrophe will be re-enacted in a dramatic broadcast.

NATIONAL MUSIC WEEK—May 2nd to 9th

In addition to broadcasts listed under Serious Music, the following programs on CBS will be given in honor of National Music Week:

May 2: The radio premiere of the opera "Amelia Goes to the Ball", by Gian-Carlo Menotti

May 3–4: All American Pop Concerts by Howard Barlow and his Orchestra

May 6: A gala Coronation performance of Act I of Gluck's "Alceste" from Covent Garden, London

May 9: The radio premiere of the opera "The Second Hurricane", by Aaron Copland

RADIO AT LOTT'S CREEK—*4:45–5:15 P.M.*—Monday, May 3rd

A Kentucky "Listening Center" Broadcast

On May 3rd, from the isolated Lott's Creek district in Knott County, Kentucky, the University of Kentucky will describe this typical mountain "listening center" established to bring modern education to remote communities. Dr. Frank L. McVey, the President of the University, will speak about the work. Short wave radio will send the broadcast to the nation.

LAUNCHING OF TWIN DESTROYERS—*3:35–4:00 P.M.*—Thurs. May 6th

Broadcast from Puget Sound Navy Yard

From the Puget Sound Navy Yard in Bremerton, Washington, Columbia will carry the ceremonies of the launching of the twin destroyers, the U.S.S. Jarvis and the U.S.S. Patterson. The Governors of Washington, Oregon and Idaho, and Rear Admiral Thomas T. Craven, Commandant of the Navy Yard, will be the speakers in this broadcast.

MOUNT HOLYOKE CENTENARY—*3:30–4:00 P.M.*—Friday, May 7th

Ceremonies in Honor of "A Century in Education"

A celebration of the Mount Holyoke College Centenary will be broadcast directly from the College. The Dean, Dr. Harriet M. Allyn, will introduce Dr. Aurelia Henry Reinhart, President of Mills College, who will speak, as a Mount Holyoke alumna, on the five daughter colleges of the institution.

CHAMPIONSHIP DEBATE—*4:00–5:00 P.M.*—Friday, May 7th

Broadcast of Finalists in National School Debate

The survivors of more than 7,000 school debates in forty states will contend in the broadcast finals of the National Championship Debate.

KING COTTON CROWNED—*11:30–12:00 Midnight*—Tuesday, May 11th

Broadcast from Cotton Carnival in Memphis

Another Coronation will be described from Memphis, while the festivities of the famous Cotton Carnival are in their full glory.

NATIONAL HOSPITAL DAY—*4:15–4:30 P.M.*—Wednesday, May 12th

Broadcast addresses by the President and Director of the Catholic Medical Mission Board, the Rev. Edward F. Garesche, and the President of the American Hospital Association, Dr. Claude Munger.

TENTH ANNIVERSARY OF LINDBERGH'S FLIGHT—

12:00 Midnight 1:00 A.M.—Friday, May 21st

A Dramatic Hour on Aviation Developments of Last Decade

A panorama of aviation history will be broadcast in a dramatic program commemorating Lindbergh's flight to Paris in "The Spirit of St. Louis". This will be a presentation with "pick-ups" from planes now flying over routes, and on schedules, undreamed-of at the time of Lindbergh's flight.

3. EDUCATIONAL BROADCASTS

(See also Serious Music, Public Affairs, Children's Programs, Dramatic Series, Special Events . . .)

TREASURES NEXT DOOR—*4:00–4:15 P.M.*—Each Monday

Dramatizations of Famous Books and Authors

The United States Department of the Interior and the American Library Association cooperate in these dramatizations of famous books and authors. This series (which began November 16th, 1936) ends May 3rd with a program on the famous McGuffey School Readers.

LET FREEDOM RING—*10:30–11:00 P.M.*—Each Monday

Dramatizations of America's Struggle to Achieve Human Liberties

This program dramatizes the struggles of the American people to realize the privileges granted by the Bill of Rights. The Office of Education, U. S. Department of the Interior, presents this Columbia Network feature, arranged in conjunction with the Sesqui-Centennial of the signing of the Constitution.

May 3: The development of the Right of Habeas Corpus
May 10: The Right of Freedom in the Home
May 17: The Right of Racial Equality (final broadcast of the series)

SCIENCE SERVICE—*5:15–5:30 P.M.*—Each Tuesday

Current Developments and Achievements in Science

Watson Davis, the Science Reporter, introduces noted scientists who discuss the subject of each broadcast; arranged by the Science Service Association of Washington, D. C.

May 4: Dr. E. R. Weidlein, the Director of the Mellon Institute; "New Industries for Old"
May 11: Dr. W. R. Walton of the U. S. Bureau of Entomology; "The Grasshopper Plague"
May 18: Dr. John E. Bentley of American University; "The Superior Child"

N. Y. ACADEMY OF MEDICINE—*4:45–5:00 P.M.*—Each Wednesday

Physicians in Authoritative Talks on Health

The New York Academy of Medicine cooperates in scheduling the medical discussions in this sequence. Subjects and speakers in May include:

May 5: "Arthritis", Dr. Reginald Burbank
May 12: "Diabetes", Dr. E. P. Ralli
May 19: "The Dangers of Nutritional Deficiencies", Dr. Henry James Spencer
May 26: "Blood Pressure and Its Significance", Dr. William Goldring

YOUR HOME AND MINE—*10:00–10:15 A.M.*—Each Saturday

Discussions on the Development of Better Homes

Bryson Rash discusses the principles of design, construction and finance for the Americans who are building or would like to build small homes. A series of programs arranged by the Federal Housing Administration.

DEPARTMENT OF COMMERCE SERIES—*3:30–3:45 P.M.*—Each Saturday

Industrial Development in the United States

Henry R. Daniell discusses for the U. S. Department of Commerce the drama underlying the development of great industries in the United States.

May 1: The Lumber Industry
May 8: Coal and Coke Industry
May 15: The Meat Packing Industry
May 22: The Shipping Industry

DRAMATIC SERIES

LIVING DRAMAS OF THE BIBLE—*2:30–3:00 P.M.*—Each Sunday

Contemporary Plays Based on Biblical Stories

Assignments for the writing of these dramas have been given to such authors as Margaret Widdemer, Margaret Sangster, Thyra Samter Winslow, Lewis Beach, Ernest Howard Culbertson and Dale Eunson.

These dramas hold the values of the original story, and the accuracy of its history, while reanimating the dialogue with a more contemporary idiom.

THE COLUMBIA WORKSHOP—*7:00–7:30 P.M.*—Each Sunday

Experiments in Radio Dramatic Techniques and Material

The Columbia Workshop, under the direction of Irving Reis, has devoted the last eight months to experiments in the technique and material of radio dramatic production. It is the intention of the series to further the art and scope of broadcasting—with the audience, itself, for judge and jury at each trial. The series continues throughout May with:

May 2: "Drums of Conscience"—one of the University Broadcasting Council's outstanding dramatic scripts

May 9: Premiere broadcast of Irving Shaw's "Supply and Demand", a play written specially for radio (and the Columbia Workshop) by the author of "Bury the Dead"

May 16: Premiere broadcast of Stephen Vincent Benet's "Paul Revere", a play written specially for radio (and the Columbia Workshop) by a Pulitzer Prize winner in Poetry

May 23: Premiere broadcast of a play, as yet unnamed, by Charles Tazewell, a former member of the Continuity Department of the Columbia Broadcasting System

May 30: American premiere of Geoffrey Bridson's verse-drama "The March of Forty-Five". This is the best known of the British Broadcasting Corporation's dramatic radio scripts

5. SERIOUS MUSIC

EVERYBODY'S MUSIC—*3:00–4:00 P.M.*—Each Sunday

Adventures in Musical Enjoyment for Adults

Henry M. Neely is the commentator for this wide-ranging Summer symphonic series, which presents the Columbia Symphony Orchestra, Howard Barlow, conducting.

May 2: The American debut of Amparo Iturbi, sister of Jose Iturbi, as a piano virtuosa
May 16: A concert of romantic music built around the First Symphony of Schumann
May 23: World premiere of the first work of the Columbia Composers' Commission—"Lenox Avenue" by William Grant Still

GLEE CLUBS AND CHOIRS

Salt Lake Tabernacle Choir and Organ—12:30–1:00 P.M.—Each Sunday

The Salt Lake Tabernacle Choir and Organ are heard from one of the world's most famous auditoriums in music of the church. May 7th they perform at 4:00 P.M. in a special concert with an orchestra of fifty pieces.

College Glee Clubs—Each Saturday

College Glee Clubs are heard at noon and at various afternoon periods.

COLUMBIA POP CONCERTS—*3:30–4:00 P.M.*—Each Monday

Light Symphonic Orchestral Music

Howard Barlow conducts his Symphonic Orchestra in overtures, dances, operatic excerpts and incidental pieces known and welcomed the world over.

THE STORY OF THE SONG—*3:30–4:00 P.M.*—Each Tuesday

Fine Solo Vocal Music

Presented by artists equipped to interpret great vocal music with authority.

May 4: Fritz Lechner in Mahler's cycle "Songs of a Wayfarer"
May 11: Max Panteleiff, Russian basso with the noted music critic, Pierre Key, as commentator
May 18: Hubert Hendrie, baritone and Madeleine d'Avezzo, soprano

MARGARET DAUM—*4:30–5:00 P.M.*—Each Tues. (beginning May 18th)

Soprano

This young artist, recently signed by the Metropolitan Opera Company, had a remarkable success in the new opera-buffa "Amelia Goes to the Ball". Her regular Columbia broadcasts start May 18th.

MUSICAL AMERICANA—*6:00–6:30 P.M.*—Each Tuesday

Music with An American Accent

American music, either in concert or jazz combinations, is heard throughout this program. Freddie Rich usually conducts. However, on May 4th, the Roth Quartet will play the world premiere of a string quartet written in 1896 by Charles Ives, "The Walt Whitman of American Music".

CLYDE BARRIE—*6:15–6:30 P.M.*—Each Thurs.; *3:45–4:00 P.M.*—Each Sat.

Baritone

This distinguished young Negro baritone has won quick and wide favor with the radio audience, as well as the applause of professional musicians.

STRING QUARTETS OF MOZART—*3:00–3:30 P.M.*—Each Friday

First Performance of Complete Series on Air

The Kreiner Quartet is engaged in the first complete radio cycle of the string quartets of Mozart; they will be presented in sequence, with comments on the life-story of this world-genius.

THE CINCINNATI CONSERVATORY OF MUSIC—

11:00 A.M.–12:00 Noon—Each Saturday

Weekly Concerts In Major Musical Forms

This great academy of music presents its artist-teachers and its artist-students in weekly concerts, embracing all major musical forms, including chamber music, solos, symphonies and choruses throughout the year.

E. ROBERT SCHMITZ—*6:00–6:30 P.M.*—Each Saturday

Russian Piano Music

The famous French pianist is playing a cycle of informal recitals, at which he also discusses the history of Russian piano music.

MUSIC FESTIVALS ON COLUMBIA

May 5: The Second Annual Festival of American Music will be broadcast from the Westminster Choir School, Princeton, New Jersey

May 6: The Cincinnati May Festival will furnish a broadcast performance of "Mary Magdalene" by d'Indy, with Eugene Goossens conducting the Cincinnati Symphony Orchestra, Elizabeth Wysor as contralto soloist and a chorus of children

May 7: The Westminster Choirs of Past and Present will sing from the Talbott Festival in Princeton

COLUMBIA'S CONCERT HALL

Guest Artists of Concert Fame in Unusual Programs of Fine Music

Well-known American and foreign guest artists participate in these programs, which fall at different hours throughout the week. The feature of any one broadcast may be a harpsichord, a two-piano program, a woodwind group, or any one of many unusual combinations.

PERSONALITIES

MAJOR BOWES—*11:30 A.M.–12:30 P.M.*—Each Sunday

And His Capitol Theatre Family

One of radio's oldest and most widely accepted programs. The members of the Capitol Family and their guests have entertained millions of listeners in the radio audience for twelve consecutive years on the air; with Major Edward Bowes, one of America's most familiar figures, as host.

TED HUSING—At Major Sports Events

Radio's First-ranking Sports Announcer

Ted Husing broadcasts for Columbia whenever and wherever major events in his field take place. He is a cyclopedia of sporting records and has a brilliant faculty for projecting both scene and action to the listener.

CARL CARMER—*10:30–11:00 P.M.*—Starts Monday, May 31st
Folk Tales and Stories of America

Carl Carmer's first of a regular series of broadcasts, comes the last day of May. He is the author of "Stars Fell on Alabama" and "Listen for a Lonesome Drum". His radio program "Your Neck of the Woods" promises to set a new standard for unearthing and broadcasting the endless store of American folk stories—told by a master story-teller. Bernard Herrmann, young conductor and composer, will set the music for this feature.

DR. HARRY HAGEN—*4:00–5:00 P.M.*—Sundays, May 16th, 23rd, 30th
Original Radio Spelling Bee

The man who began the radio spelling bee inaugurates this feature on Columbia May 16th. Dr. Harry Hagen, also originator of the Big Brothers' Club, will incorporate many new ideas in his hour weekly feature; the first *international* spelling bee (at an early date) will be one of these.

COLONEL JACK MAJOR—*3:00–3:30 P.M.*—Each Monday
Songs, Verse and Patter

This youngster reads poetry (his own and other people's), sings, yodels and excels in plain and fancy whistling. He is also the Master of Ceremonies for a half-hour radio revue, which (need we add) is most informal. Leith Stevens leads the orchestra, and there are guest performers.

MONTANA SLIM—*2:30–2:45 P.M.*—Each Monday, Wednesday, Friday
The Singing Cowboy

Formerly a guide in the Canadian Rockies, Montana Slim writes new songs on almost any provocation; sings them—with other cowboy songs—to the evident delight of a large and responsive audience.

BILL WRIGHT, VICE-PRESIDENT—*3:00–3:30 P.M.*—Each Tues., Thurs.
And His Half-Hour Variety Show

There are four departments in the variety half-hour over which Vice-President Bill Wright has charge:

"What Do You Know About That?"

"Impertinent Questions"

"I See by the Papers"

"Other People's Business"

Under the last heading, he introduces people with unusually interesting jobs. Freddie Rich conducts the orchestra, and vocalists participate.

RICHARD MAXWELL—*9:30–9:40 A.M.*—Each Monday, Tuesday, Wednesday and Friday—*10:15–10:30 A.M.*—Each Saturday

Religious Songs

The rich voice and evident sincerity of Richard Maxwell have won for him a widespread and particularly loyal audience in radio homes.

RELIGIOUS BROADCASTS

CHURCH OF THE AIR *10:00–10:30 A.M., 1:00–1:30 P.M.* Each Sunday

Each Sunday morning and Sunday afternoon, the following services will be broadcast over Columbia.

May 2: 10:00 A.M. The Rev. Conrad Bergendoff, Ph.D., President of Augustana College, Rock Island, Illinois, conducts the Lutheran service.

1:00 P.M. The Rev. Philip J. Furlong, Professor of History at Cathedral College, New York City, speaks on the Catholic period.

May 9: 10:00 A.M. The Rev. J. Hillman Hollister of Chevy Chase Presbyterian Church, Washington, D. C., will be heard on the Protestant broadcast.

1:00 P.M. The Rev. George Johnson, Ph.D., Director of the National Catholic Welfare Conference, also speaks from Washington.

May 16: 10:00 A.M. The Rev. Harry Kelso Eversull, D.D., who was recently elected President of Marietta College, will preach at the Walnut Hills Congregational Church of Cincinnati, of which he is pastor.

1:00 P.M. George Cardinal

Mundelein will officiate at Solemn Pontifical Mass celebrating the Feast of Pentecost from the Holy Name Cathedral in Chicago. The music will include an orchestra from the Cathedral Symphony, the Quigley Seminary Gregorian Chant Choir and seventy-five of the Holy Name Cathedral Choristers.

May 23: 10:00 A.M. The Episcopal speaker will be the Rev. Floyd W. Tomkins, Secretary of the Commission of the World Conference on Faith and Order, Washington, Connecticut.

1:00 P.M. The Most Rev. James E. Walsh, Superior General of the Catholic Foreign Mission Society of America, Maryknoll, New York, conducts the afternoon observance.

May 30: 10:00 A.M. Mr. Howard E. Hooper will represent the Christian Science Committee on Publication for the State of Missouri, at St. Louis.

12:30–1:30 P.M. A one-hour Memorial Day program from Zion National Canyon, with 400 voices and speakers of national importance.

SPECIAL RELIGIOUS PROGRAMS

May 5: 2:30–2:45 P.M. The Rev. Ernest Lynn Waldorf, Bishop of the Chicago Diocese, will speak on "Religion and the Age" from the Minneapolis meeting of the Board of Bishops of the Methodist Episcopal Church. Bishop J. Ralph Magee of Minneapolis will introduce him. The A Capella Choir of Hamline University will present a program.

May 9: 3:00–3:45 P.M. The Archbishop of Canterbury will preach from London in connection with the Coronation ceremonies.

May 20–25: The Northern Baptist Convention meets in Philadelphia, and there will be at least one broadcast from that session.

5. CHILDREN'S PROGRAMS

DOROTHY GORDON—*5:45–6:00 P.M.*—Each Tuesday, Thursday, Saturday

Folk Songs and Stories for Children

The Women's National Radio Committee recently named Miss Gordon's "Children's Corner" the best children's program on the air. She sings on these broadcasts (from her extensive collection of folk material), and tells stories so well that the late Rudyard Kipling granted her exclusive radio permission to relate his immortal "Just So" stories.

LET'S PRETEND—*10:30–11:00 A.M.*—Each Saturday

Dramatization of World Famous Fairy Tales

Children between the ages of seven and sixteen enact Nila Mack's dramatizations of the world's great fairy tales. Children of all ages listen. The stories for the month are:

May 1: "Princess Goldenhair"
May 8: "Why the Sea Is Salt"
May 15: "The Little Mermaid"
May 22: "Cinderella"
May 29: "Rumplestilskin"

"FUNNY THINGS"—NORA STIRLING—*5:45–6:00 P.M.*—Each Monday, Wednesday, Friday

Novelty and Information

The instruments in the orchestra talk to Nora Stirling, and she talks to the children about the curious and fascinating facts on which they base their endless questions: Where do names originate? What is the meaning of our national holidays? And so on through an interesting list.

SUNDAY MORNING AT AUNT SUSAN'S—*9:00–9:55 A.M.*—Each Sunday

Juvenile Variety Show

This children's program has an appeal for the entire family. The orchestra, the songs and the news are supplemented by guests with special gifts.

May 2: John Tasker Howard, Stephen Foster's biographer

May 9: Norman Pierce tells of his travels off the beaten path
May 17: Jack Melville, trainer of sled dogs
May 23: An Alaskan Indian tells of his tribal customs
May 30: Richard Blondell, teller of children's stories

TREASURE ISLAND (Time to be announced)

Irving Crump, the editor of "Boys' Life", is writing this radio program from the classic by Stevenson. "Treasure Island" will be presented under his guidance for the first time on the air, in 39 episodes, three times a week.

9. LIGHT MUSIC

MAUREEN O'CONNOR—*10:30–10:45 P.M.*—Each Sunday

A Thirteen-Year Old Vocal Artist

Maureen O'Connor is a California girl with remarkable facility for song. Her programs come from Columbia's Hollywood studios, where she is accompanied by seven girls, The Singing Strings.

DEAR COLUMBIA—*9:00–9:30 A.M.*—Each Tuesday

Music by Special Audience Request

A program arranged by the radio audience. The actual letters introduce the actual requests from listeners. The orchestra numbers, the singers and their songs are all as the listeners ask for them.

MANHATTAN MATINEE—*3:00–3:30 P.M.*—Each Wednesday

Songs of Today, Yesterday and the Day Before

Songs of the theatre presented by such artists as Patti Chapin, Darrel Woodyard, Tito Guizar and other Columbia stars.

DOWN BY HERMAN'S—*3:00–3:30 P.M.*—Each Saturday

A Milwaukee Beer Garden Set to Music

The life and gayety of a German beer garden, in a broadcast from Milwaukee, make this period a network favorite. A program of high spirits and high comedy; its music ranging from classic to popular presentations.

VOCALS BY VERRILL—*5:30–5:45 P.M.*—Each Saturday

Songs from Hollywood

Virginia Verrill is now heard from Hollywood. She is doubling in radio and motion pictures. Her home is Hollywood, but Columbia starred her from coast to coast before motion pictures recognized her special gifts.

SATURDAY NIGHT SWING CLUB—*7:00–7:30 P.M.*—Each Saturday

Swing Music for Enthusiasts

Outstanding performers of swing music are the guest stars on this program. Here the audience hears Raymond Scott, Duke Ellington, Tommy Dorsey, Bunny Berrigan, Claude Hopkins—and swing music played on anything from a concert clarinet to a tin whistle and a ukulele. The Swing Club plays in the pure style on which connoisseurs of the idiom insist.

DESIGNS IN HARMONIES—*10:45–11:00 P.M.*—Each Saturday

Unusual Arrangements in Music

Harry Simeone, a young conductor engages in musical experiments with reed and string instruments, and in special vocal arrangements.

DANCE MUSIC—*11:00 P.M.–1:00 A.M.*—Each Monday Through Sunday

The leading dance bands of the nation are presented in the late evening hours. Guy Lombardo, Tommy Dorsey, Benny Goodman and Ozzie Nelson have been on recent regular periods. Forthcoming broadcasts and the current schedule take in the orchestras of Red Nichols, Isham Jones, Gus Arnheim, Ted Fiorito, Glen Gray, Shep Fields, Anson Weeks, Joe Reichman and Bunny Berrigan. Their programs are distributed each night throughout the week, with originations from many parts of the country.

PATTI CHAPIN

6:45–7:00 P.M.—Each Monday
10:45–11:00 P.M.—Each Saturday

Modern Songs: Feminine

HOLLACE SHAW

7:30–7:45 P.M.—Monday and Friday

A new and lovely soprano singing current ballads and classics.

DEL CASINO

5:00–5:15 P.M.—Each Tuesday
6:00–6:15 P.M.—Each Wednesday

Modern Songs: Masculine

BUDDY CLARK

7:30–7:45 P.M.—Each Wednesday
6:45–7:00 P.M.—Each Friday

A baritone at home with both sentiment and rhythm.

THE DALTON BROTHERS—*2:30–2:45 P.M.*—Tuesday and Thursday

9:15–9:30 A.M.—Each Saturday

A New Columbia Vocal Quartet

The Dalton Brothers, a vocal group new to Columbia, sing straight and novelty quartets with individuality. Among the other harmonists now heard on Columbia at various times are the famous Eton Boys, whom Ray Block has made the leading novelty quartet in radio; the Four Stars, whose arranger is Curly Mahr, a master of the modern stylisms; and the Song Stylists, who are Harry Simeone's versatile quartet.

DOUG

WIFE SAVER • NASH SPEEDSH

OR MOORE & HELEN BRODERICK • HOMEMAKERS

MILKY WAY • SATURDAY NIGHT SERENADE • CINCINNATI SYMPHONY

NCE SERVICE SERIES • AMERICANA • SATURDAY SWING SESSION • TREASURES NEXT DOOR

MP, KAY THOMPSON AND RHYTHM SINGERS • THE GUMPS • DR. ALLAN ROY DAFOE • LUX RADIO

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PENNER • CAVALCADE OF AMERICA • GOOD AFTERNOON, NEIGHBOR • CENTERVILLE SKETCH

PRESS RADIO NEWS • YOUR UNSEEN FRIEND • FINDING YOURSELF • LET FREEDOM RING • VIC

EY AND MIXED ENSEMBLE • GEORGE RECTOR • PHILLIPS POLY FOLLIES • HOLLYWOOD HOTEL

EFF, AND HIS VIOLIN • MAJOR BOWES • GANG BUSTERS • PALMOLIVE BEAUTY BOX THE

THEATER • BIG SISTER • WILDERNESS ROAD • JACK OAKIE'S CO

ALEXANDER WOOLLCOTT • PROFESSOR QUIZ

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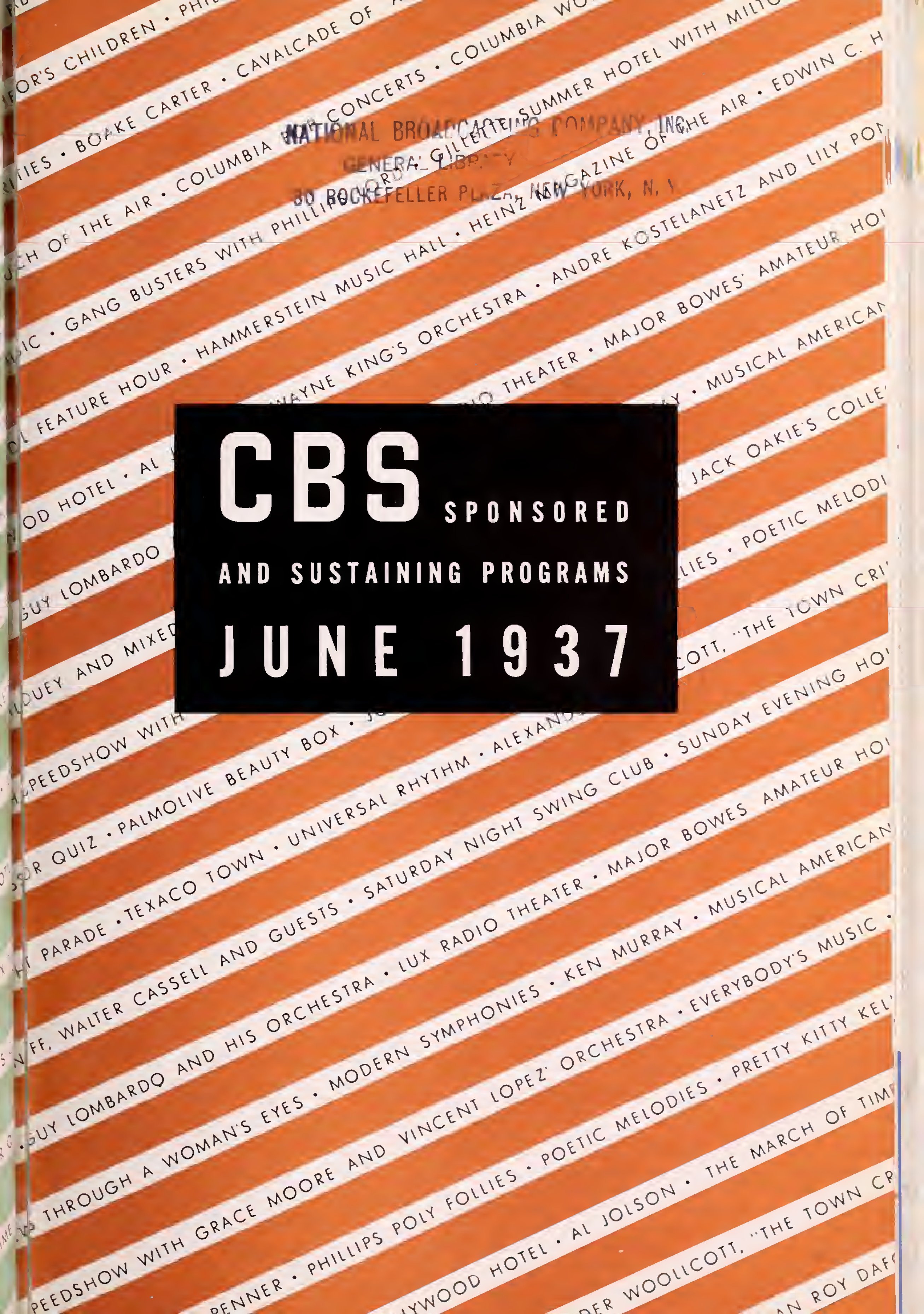
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L FEATURE HOUR • HAMMERSTEIN MUSIC HALL • HEINZ MAGAZINE OF THE AIR • EDWIN C. H
OD HOTEL • AL
WAYNE KING'S ORCHESTRA • ANDRE KOSTELANETZ AND LILY PON
GUY LOMBARDO
THEATER • MAJOR BOWES' AMATEUR HO
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Y • MUSICAL AMERICAN
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OR QUIZ • PALMOLIVE BEAUTY BOX
LIES • POETIC MELODI
T PARADE • TEXACO TOWN • UNIVERSAL RHYTHM • ALEXAND
OTT, "THE TOWN CRI
FF. WALTER CASSELL AND GUESTS • SATURDAY NIGHT SWING CLUB • SUNDAY EVENING HO
GUY LOMBARDO AND HIS ORCHESTRA • LUX RADIO THEATER • MAJOR BOWES AMATEUR HO
S THROUGH A WOMAN'S EYES • MODERN SYMPHONIES • KEN MURRAY • MUSICAL AMERICAN
PEEDSHOW WITH GRACE MOORE AND VINCENT LOPEZ' ORCHESTRA • EVERYBODY'S MUSIC •
PENNER • PHILLIPS POLY FOLLIES • POETIC MELODIES • PRETTY KITTY KEL
YWOOD HOTEL • AL JOLSON • THE MARCH OF TIM
ER WOOLLCOTT, "THE TOWN CR
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CBS SPONSORED
AND SUSTAINING PROGRAMS
JUNE 1937

CBS SPONSORED AND SUSTAINING PROGRAMS

JUNE 1937

published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE

NEW YORK CITY, N. Y.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AMERICAN HOME PRODUCTS CO.	Edna Wallace Hopper Anacin Old English Floor Wax BiSoDol Kolynos Dentifrice
AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes Roi-Tan Cigars
ATLANTIC REFINING CO.	White Flash Gas and Oil
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BURDETT COLLEGE	Business Courses

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent *erial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	182 Weeks
Gal Sunday *erial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		10 Weeks
Gal Sunday *erial drama*	Thurs. and Fri. 12:45–1:00 p.m.		156 Weeks
adway Varieties with Oscar w, MC, Carmella Ponselle, tor Arden's Orchestra *Music, drama and comedy*	Friday 8:00–8:30 p.m.		193 Weeks
nmerstein Music Hall with Hammerstein as MC, y Laughlin, Jerry Mann *ariety and guest stars*	Tuesday 8:00–8:30 p.m.		304 Weeks
ur Hit Parade", with Goodman's Orchestra *opular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	57 Weeks
ky Strike Presents vin C. Hill in "Your News ade" *ews commentator*	Mon. thru Fri. 12:15–12:30 p.m. Rebr. 2:30–2:45 p.m.		
n to Man Sports Review Clary Settell *ports discussion*	Sun., Wed., Fri. 7:30–7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	9 Weeks
and Pa *erial drama*	Mon. thru Fri. 7:15–7:30 p.m.	N. W. Ayer & Son, Inc.	88 Weeks
r Unseen Friend *ramatizations*	Tuesday 10:30–11:00 p.m.	Albert Frank-Guenther Law, Inc.	35 Weeks
Fi ding Yourself *alks by* Mr. H. M. Rasely	Tuesday 6:15–6:30 p.m.	N. W. Ayer & Son, Inc.	21 Weeks

★ *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream Palmolive Soap Super Suds and Concentrat Super Suds Colgate Dental Powder an Rapid Shave Cream
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess ke
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
ywood Hotel with Cooper, Frances Langford, e Jamison, Igor Gorin and nond Paige and his Orchestra *omedy, music and guest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	139 Weeks
e Murray, with "Oswald", ley Ross, Marlyn Stuart, and Gluskin's Orchestra *omedy and popular music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30– 12:00 Mid.		
inoff, Walter Cassell and guests *ight music and vocalists*	Sunday 6:30–7:00 p.m.	Campbell-Ewald Co., Inc.	61 Weeks
or Bowes' Amateur Hour *mateurs, with* Major Bowes *Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	65 Weeks
g Busters with Phillips Lord *olice-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	73 Weeks
nolive Beauty Box Theatre, Jessica Dragonette and Goodman's Orchestra *peretta and light music*	Wednesday 9:30–10:00 p.m.		73 Weeks
t and Marge *erial drama*	Mon. thru Fri. 2:45–3:00 p.m.		66 Weeks
r True Adventures, with d Gibbons *ramatizations*	Thursday 10:00–10:30 p.m.		22 Weeks
ty Kitty Kelly *erial drama*	Mon. thru Fri. 1:15–1:30 p.m. Rebr. 4:15– 4:30 p.m.	Benton & Bowles, Inc.	117 Weeks
helor's Children *erial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	127 Weeks

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which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford and Lincoln Motor C and Lincoln Zephyr
GENERAL BAKING COMPANY	Bond Bread
GENERAL MILLS, INC.	Wheaties, Softasilk, Bisqui , a Kitchen-Tested Flour

PROGRAM	TIME	AGENCY	ON CBS*
Jc Penner with Ji my Grier's Orchestra *Comedy and music*	Sunday 6:00–6:30 p.m.	Ruthrauff & Ryan, Inc.	143 Weeks
C alcade of America, Dn Voorhees' Orchestra and D.ma *Historical dramatizations*	Wednesday 8:00–8:30 p.m. Rebr. Thursday 11:30–12:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	103 Weeks
Gɔd Afternoon Neighbor *Serial drama*	Tues. and Fri. 2:45–3:00 p.m. PST	Botsford, Constantine & Gardner	38 Weeks
Jac Berch and Mark Warnow's O:hestra *Vocalist with orchestra* Citerville Sketches *Serial drama*	Tues. and Thurs. 1:00–1:15 p.m. Mon. thru Thurs. 12:30–12:45 p.m. PST	Young & Rubicam, Inc.	107 Weeks
Siday Evening Hour† *Symphonic music, and talks by* Wm. J. Cameron A Pearce and His Gang in Wtch the Fun Go By *Comedy and variety* Liversal Rhythm, with Rex Candler's Orchestra, Richard Bnelli, Alec Templeton and Colyn Urbanek *Musical* †l ginning June 20, "Universal Rhythm" sl ts to Sunday, 9:00–10:00 p.m.	Sunday 9:00–10:00 p.m. Tuesday 9:00–9:30 p.m. Rebr. 12–12:30 a.m. Saturday 7:30–8:00 p.m. Rebr. 10:45–11:15 p.m.	N. W. Ayer & Son, Inc.	174 Weeks
Bid Bakers Present Gy Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	334 Weeks
Gld Medal Feature Hour *Serial dramas, news, hymns, household advice*	Mon. thru Fri. 10:00–11:00 a.m. Rebr. 1:00–2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	326 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GILLETTE SAFETY RAZOR CO.	Safety Razors and Blades
GREAT A&P TEA COMPANY	A&P Coffees
GROUP OF AMERICAN BANKS	Banking Service
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	57 Varieties
KIRKMAN & SON, INC.	Kirkman's Soap
KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
A. J. KRANK COMPANY	Toilet Articles, Krank's Hai Oil and Lather Cream
LADY ESTHER COMPANY	Cosmetics

PROGRAM	TIME	AGENCY	ON CBS*
lette Summer Hotel h Milton Berle *Audience singing and comedy*	Sunday 10:00–10:30 p.m.	Ruthrauff & Ryan, Inc.	39 Weeks
P Band Wagon rring Kate Smith *Popular music and dramatic interludes*	Thursday 8:00–9:00 p.m.	Paris & Peart	91 Weeks
dern Symphonics, under the ection of Ferde Grofé *Semi-classical and modern music*	Friday 10:00–10:30 p.m.	The Wessel Company	29 Weeks
il Baker with Oscar Bradley's chestra *Comedy and popular music*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	173 Weeks
inz Magazine of the Air *Serial drama, guest speakers, music*	Mon., Wed., Fri. 11:00–11:30 a.m. Rebr. 3:00–3:30 p.m.	Maxon, Inc.	65 Weeks
ck and Loretta *Songs and Patter*	Mon. thru Fri. 2:15–2:30 p.m.	N. W. Ayer & Son, Inc.	4 Weeks
uality Twins with Ed East and lph Dumke *Comedy and Songs*	Tues. and Thurs. 11:15–11:30 a.m.	Federal Advertising Agency	36 Weeks
inute Mysteries *Dramatizations*	Tuesday 11:15–11:30 p.m.	McCord Co., Inc.	1 Week
oyd Pantages Covers Hollywood *Hollywood Comment and Gossip*	Thursday 7:15–7:30 p.m. PST		1 Week
ayne King's Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Stack-Goble Advertising Agency	191 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEHN & FINK PRODUCTS COMPANY	Pebeco Toothpaste
	Lysol
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Spry
	Rinso and Lifebuoy
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields & Granger Toba
	Granger Tobacco

PROGRAM	TIME	AGENCY	ON CBS*
e Gumps *Serial drama*	Mon. thru Fri. 12:00–12:15 p.m. Rebr. 4:00–4:15 p.m.	Lennen & Mitchell, Inc.	143 Weeks
. Allan Roy Dafoe *Child care talks*	Mon., Wed., Fri. 11:45–12:00 noon		60 Weeks
Te Lux Radio Theatre with stars o stage and screen *Dramatic;* Cecil B. De Mille, *director*	Monday 9:00–10:00 p.m.	J. Walter Thompson Company	97 Weeks
Bg Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.	Ruthrauff & Ryan, Inc.	38 Weeks
Ant Jennie's Real Life Stories *Dramatic*	Mon. thru Fri. 1:45–2:00 p.m. Rebr. 2:15–2:30 p.m.		20 Weeks
A Jolson, Martha Raye, Pkyakarkus, Victor Young, Ty Ruffner *ariety*	Tuesday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		62 Weeks
Adre Kostelanetz and Ly Pons *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	228 Weeks
Hl Kemp, Kay Thompson and Rythm Singers *opular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		
Sprts Résumé—Paul Douglas *aseball Scores*	Mon. thru Sat. 6:35–6:45 p.m.		7 Weeks
Axander Woollcott, "e Town Crier" *arrations*	Tues. and Thurs. 7:30–7:45 p.m. Rebr. 12:30–45 a.m.		22 Weeks

★ *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
MANHATTAN SOAP COMPANY	Sweetheart Soap
NASH-KELVINATOR CORPORATION	Nash Motors Division Kelvinator Refrigerators
NATIONAL BISCUIT COMPANY	Food Products
PET MILK SALES CORP.	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PACKING COMPANY, INC.	Phillips Delicious Soups
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.

PROGRAM	TIME	AGENCY	ON CBS*
e Wife Saver with en Prescott *Household advice*	Monday 1:30–1:45 p.m.	Peck Advertising Agency	73 Weeks
sh Speedshow with ace Moore and icent Lopez' Orchestra *Variety*	Saturday 9:00–9:30 p.m.	J. Walter Thompson Company	37 Weeks
Pfessor Quiz *Questions and answers*	Saturday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Geyer, Cornell & Newell, Inc.	13 Weeks
7 Edition of Twin Stars featur- ir Victor Moore and Helen B derick *Comedy and variety*	Sunday 8:00–8:30 p.m.	McCann-Erickson, Inc.	10 Weeks
T Pet Milky Way with Mary Lee T lor, home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3–3:15 p.m.	Gardner Advertising Company	191 Weeks
S urday Night Serenade with M ry Eastman, Bill Perry and G Haenschen's Orchestra *Popular music*	Saturday 9:30–10:00 p.m.		35 Weeks
B ke Carter *News commentator*	Mon. thru Fri. 7:45–8:00 p.m.	Hutchins Advertising Co., Inc.	307 Weeks
J nnie Presents Russ Morgan's O hestra, Charles Martin's Cir- u stantial Evidence Thrill, Phil D y and mixed ensemble *ariety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.	The Biow Company, Inc.	17 Weeks
D ing with George Rector *ood talks and recipes*	Wed., Thurs., Fri. 1:30–1:45 p.m.	Compton Advertising, Inc.	16 Weeks
Ph lips Poly Follies with Al Roth's Orchestra *ariety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	54 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels
SERVEL, INC.	Electrolux Refrigerators
SINCLAIR REFINING COMPANY	Petroleum Products
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerato
SYLMAR PACKING CORP.	Canned Olives, Fig Jam, Pin Figs, Watermelon Rind
THE TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS★
ws Through a Woman's Eyes— thryn Cravens *News commentator*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	82 Weeks
J k Oakie's College with Shaw & e, Judy Garland, Georgie Stoll's chestra and Benny Goodman's nd and Guests *Comedy and music*	Tuesday 9:30–10:30 p.m.	William C. Esty Co., Inc.	205 Weeks
e March of Time *News Dramatizations*	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	7 Weeks
B e Ruth *Big League baseball news and interviews with baseball headliners*	Wed. and Fri. 10:30–10:45 p.m.	Federal Advertising Agency, Inc.	16 Weeks
H race Heidt and His Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	117 Weeks
C sandra	Tuesday 5:00–5:30 p.m. PST	Pacific Market Builders	1 Week
T xaco Town, Starring Ella Logan a l Igor Gorin *Comedy and music*	Sunday 8:30–9:00 p.m. Rebr. 12:00–12:30 a.m.	Buchanan and Company, Inc.	37 Weeks
P k and Pat in Pipe Smoking Time w h Benny Krueger's Orchestra *'Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	105 Weeks
P tic Melodies *Poetry readings and light music*	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff, Inc.	262 Weeks
S ttergood Baines *Serial drama*	Mon. thru Fri. 8:00–8:15 p.m. PST		

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PROGRAMS "BY COLUMBIA"

These programs for the month of June—the sustaining programs shown on the following pages—are ordered within this triple frame: Nothing is static about such an ordering. The schedule is as alive as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, which is intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast are subject to change—as new programs arise from events on the world-front. These changes are generally listed in the local newspapers, with which all day-to-day program schedules should be checked.

For your convenience, the Columbia Network programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS . . . . . *page 17*
2. SPECIAL EVENTS . . . . . *page 19*
3. EDUCATIONAL BROADCASTS *page 22*
4. DRAMATIC SERIES. . . . . *page 24*
5. SERIOUS MUSIC. . . . . . *page 25*
6. PERSONALITIES . . . . . *page 28*
7. RELIGIOUS BROADCASTS. . *page 30*
8. CHILDREN'S PROGRAMS . . *page 31*
9. LIGHT MUSIC . . . . . . *page 32*

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS	LABOR AND INDUSTRY June 2, 6:15–6:30 P.M. June 4, 10:45–11:00 P.M. June 8, 11:15–11:30 P.M. June 23, 10:45–11:00 P.M.	Among the many serious issues before the American public today are those related to present trends in labor and industry. Columbia is presenting a series of talks on these problems by leaders of labor and industry, and representatives of government. Speakers scheduled for June (see column to left for order of presentation) are Charles Fahy, National Lawyers Guild; Senator Robert F. Wagner of New York; Representative William P. Connery, Jr., of Massachusetts; Governor Frank Murphy of Michigan.
	NATIONAL LEGISLATURE The House 3:30–3:45 P.M. Each Wednesday The Senate 5:00–5:15 P.M. Each Thursday	Current questions before both bodies of Congress are discussed in separate weekly programs. Speakers are selected from the memberships of both houses, with an eye to their knowledge of the issues to be discussed
	"WHITHER TAXES" TWENTIETH CENTURY FUND 10:45–11:00 P.M. June 2	Edward A. Filene and Francis Biddle wil be interviewed by Merrill Dennison on th features of the Twentieth Century Fund' two-year study on taxation. This is the firs of two Twentieth Century Fund broadcast arranged by Columbia.
	FRENCH NEWS EXCHANGE 1:30–1:45 P.M. June 6 and June 20	On alternate Sundays, Pierre de Lanux Paris representative of the Courrier de Etats-Unis, analyzes developments in Eu rope as seen through the eyes of a Frenc authority on foreign affairs.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
UNEMPLOYMENT PROBLEMS June 7, 5:15–5:30 P.M. June 14, 6:15–6:30 P.M. June 21, 5:15–5:30 P.M.	A series of three broadcasts by sociological authorities on problems confronting unemployed persons today. Arranged by the Columbia Department of Public Affairs in connection with the WPA. Dr. Charles Stelzle, executive director of the Good Neighbor League, will interview unemployed men and women in the course of these programs.
NEWS FROM SPAIN June 1, 6:45–7:00 P.M. June 2, 7:30–7:45 P.M.	Two international broadcasts on the Spanish civil strife. The first, from Paris, a talk on "The Situation in Spain" by Jay Allen, a newspaper correspondent in Spain for ten years. The second comes from Madrid, when Herbert L. Matthews, New York *Times* correspondent, speaks on "The Spanish Situation."
H. V. KALTENBORN 10:30–10:45 P.M. Each Sunday	An international authority on current affairs and their significance, Mr. Kaltenborn interprets the daily news for the layman. His reports give the background of current events, and an insight into leading figures in the news.
PRESS-RADIO NEWS Various times Daily	Five-minute digests of headline news. Material for these frequent broadcasts is gathered by the Associated Press, the United Press, and the International News Service. The Press-Radio Bureau edits it.

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
SOLAR ECLIPSE 6:00–6:15 P.M. June 3 and 7 6:00–6:30 P.M. June 8	Weeks ago, Columbia sailed with members of the Hayden Planetarium-Grace Peruvian Eclipse Expedition to observe a solar eclipse from the Peruvian Andes. Captain Albert Stevens, aerial photographer, speaks from Panagra airport, Peru, on June 3. William Perry, staff announcer, describes the greatest solar eclipse in 1200 years from a point high in the Andes on June 7 and 8.
SAMUEL K. RATCLIFFE 1:30–1:45 P.M. June 6	Mr. Ratcliffe, noted English journalist, speaks from London. His discussion: The probable course that England's new Cabinet, under Neville Chamberlain, will take in the diplomatic complications in Europe today.
W. C. T. U. CONVENTION 3:30–4:00 P.M. June 4	Discussion on "Temperance Progress in Many Lands" from the International Convention of Women's Christian Temperance Union in Washington. Speakers include delegates from Bulgaria, China, Siam, South Africa, Scotland, Estonia, and Germany.
THE NATIONAL OPEN Various hours June 10, 11, 12	The country's best amateurs and professionals meet at Oakland Hills, Birmingham, Michigan, for the National Open Golf Championship. Columbia has exclusive broadcasting rights to the event, and has erected special observation towers on the course to ensure the best possible coverage.

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
NORTHWEST TERRITORY CELEBRATION 5:00–5:30 P.M. June 6	A dramatization of the opening of the Northwest Territory marks the observance of the sesqui-centennial of that event. This broadcast is scheduled in cooperation with the U.S. Office of Education, Department of the Interior.
CARL R. GRAY Noon–12:30 P.M. June 5	Mr. Gray, long-time president of the Union Pacific Railroad, delivers the commencement address at Washington and Jefferson College, Washington, Pennsylvania.
AMERICAN MEDICAL ASSOCIATION CONVENTION 4:00–4:15 P.M. June 7 and 9	Dr. John H. J. Upham, president-elect of the A.M.A., will speak from the convention in Philadelphia. In the second broadcast, Dr. W. W. Bauer, Director of the Bureau of Health and Public Instruction, A.M.A., will speak on the subject: "Doctors Assembled."
LATONIA AND AMERICAN DERBY June 12, 6:00–6:30 P.M. June 19, 6:00–6:15 P.M.	A dramatic track-side account of the Latonia Derby will be broadcast exclusively by Columbia from Covington, Kentucky. A week later, Columbia presents the running of the American Derby from Washington Park, Kentucky.
MICKEY MOUSE BAND 4:30–5:00 P.M. June 5	From Tacoma, Washington, a concert by the original Mickey Mouse Band. The band is composed of sixty-five members between the ages of nine and fifteen; was organized about six years ago.

SPECIAL EVENTS

(Continued)

PROGRAM AND TIME	DESCRIPTION
POUGHKEEPSIE REGATTA 5:00 P.M. June 22	Seven varsity crews will compete in the fou mile race on the Hudson—California, Wi consin, Washington, Navy, Columbia, Co nell, and Syracuse. Present plans calls fc airplane coverage of the event.
NATIONAL FLAG DAY 5:00–5:30 P.M. June 14	From Los Angeles, a dramatization—"Cal fornia Under 12 Flags" will commemorat National Flag Day. This will be followe by a roll call of the 48 States in the order i which they are placed on the flag.
THE RYDER CUP Various hours June 29 and 30	American and British professional golfe meet in annual competition for the Ryd trophy. Columbia, through the cooperatio of the B.B.C., broadcast the event dire from the Southport and Ainslee course.
RADIO MANUFACTURERS CONVENTION 5:15–5:30 P.M. June 9	From the convention in Chicago, Dr. Orest H. Caldwell, editor of *Radio Today,* wi speak on the subject: "What's New in Radio
"QUINTETTE DU HOT CLUB" Midnight–1:00 A.M. June 12	As a special feature of the first anniversa of Columbia's Saturday Night Swing Clu France's ace swing band—the Quintette c Hot Club de France—will broadcast an hou of their music from Paris.

UCATIONAL
ROADCASTS
also Public Affairs)

PROGRAM AND TIME	DESCRIPTION
SCIENCE SERVICE 5:15–5:30 P.M. Each Tuesday	Current developments and achievements in science, arranged by the Science Service Association of Washington, D. C. Guests and subjects for June: June 1: Dr. Paul Bartsch, U. S. National Museum. Subject: "Sea Serpents Again." June 8: Charles F. Jackson, U. S. Bureau of Mines. Subject: "Science Digs a Mine." June 15: Commissioner Frank J. Bell, U. S. Bureau of Fisheries "Fishing in Alaska." June 29: C. C. Concannon, U. S. Department of Commerce. Subject: "Romance of Tung Oil."
N. Y. ACADEMY OF MEDICINE 4:45–5:00 P.M. Each Wednesday	Physicians in authoritative talks on health. The New York Academy of Medicine cooperates in scheduling these discussions. Talks for June follow. June 2: Dr. Arthur W. Bingham, Chairman of Committee on Maternal Care, Medical Society of New Jersey, will speak on "Maternal Care." June 9: Dr. Hubert Mann, Mount Sinai Hospital, New York, will speak on "The Story of Your Heart." June 16: Dr. John Staige Davis, Jr., Chief of Arthritic Clinic, St. Luke's Hospital, New York, will discuss "Gout and Its Treatment."

EDUCATIONAL BROADCASTS

(Continued)

PROGRAM AND TIME	DESCRIPTION
	June 23: Dr. Cary Eggleston, Assistant Professor of Clinical Medicine, Cornell University, will discuss "The Ageing Heart." June 30: Dr. Herman O. Mosenthal, N. Y. Post Graduate Hospital. Subject "New Insulin and Its Advantages in the Treatment of Diabetes."
THE STORY OF INDUSTRY 3:30–3:45 P.M. Each Saturday	Mr. Henry R. Daniel discusses for the U. S. Department of Commerce the drama underlying the development of great industries in the United States. Examples: Steel, lumber, coal, fur, oil, shipping.
A. D. HENDERSON 4:00–4:15 P.M. June 16	Dr. Henderson, president of Antioch College, discusses "The Antioch Idea in Education," a plan whereby students spend half their time in the classroom; half in apprenticed employment.
YOUR GARDEN AND MINE 10:00–10:15 A.M. Each Saturday	A new series offered by Columbia to amateur gardeners and to all others who seriously desire a more beautiful America. Ruth Cross, writer and authority on gardening and homemaking, will conduct the series.
WILLIAM ALLEN WHITE 5:00–5:30 P.M. June 12	Mr. White speaks from Chicago on "Obligations of Democracy." This is an annual Columbia presentation, offered to the newly graduated college students of America.

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
YOUR NECK O' THE WOODS 10:30–11:00 P.M. Each Monday	A series embracing folk legend, folk music, and anecdote pertaining to the various states of the Union. Written and recounted by Carl Carmer; musical direction under Bernard Herrmann. June schedule of states: Arkansas, June 7; New York, June 14; Mississippi, June 21; Minnesota, June 28.
LIVING DRAMAS OF THE BIBLE 2:30–3:00 P.M. Each Sunday	In this series, Columbia presents reanimated versions of the best stories in Old Testament literature. Stories for June: June 6: Ahab, Jezebel and Jehu. June 13: Samson and Delilah. June 20: Daniel and the return of the Israelites from Babylonian enslavement. June 27: The Prophet Elijah and the Shunnamite Woman.
THE COLUMBIA WORKSHOP 7:00–7:30 P.M. Each Sunday	Experiments in radio dramatic technique and material, under the direction of Irving Reis. A series intended to further the art and scope of broadcasting. Programs for June: June 6: "Downbeat on Murder," a psychological melodrama written especially for radio by Charles Tazewell. June 13: "The Young King," a fantasy with original music. An adaptation by Tom Bennett of Oscar Wilde's story of the same name. June 20: "Red-Head Baker," by Alfred Maltz. An original script, dealing with the social phases of education. June 27: "Babouk," by Lester Fuller. From a play of the same name based on Guy Endore's novel.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	EVERYBODY'S MUSIC 3:00–4:00 P.M. Each Sunday	Musical enjoyment for adults. Howard Barlow and Columbia Symphony Orchestra. Henry M. Neely, commentator. Programs for the month are as follows: June 6: Mendelssohn's arrangement of the Bach Overture in D Major. Joseph Knitzer will follow as violin soloist with the orchestra in Mendelssohn's Violin Concerto. June 13: An orchestral program of French music. "La Peri", Paul Dukas; "Pavane pour une Enfante Defunte", Maurice Ravel; "Iberia", glittering Spanish number from Debussy's "Images for Orchestra." June 20: World premiere of the second work of the Columbia Composers' Commission—"Concertino for Piano and Orchestra" by Walter Piston. Mr. Piston will conduct; Jesus Maria Sanroma, soloist. June 27: Mr. Barlow will direct Sir Hamilton Harty's arrangement of the Handel "Water Music", and conclude with Beethoven's Fourth Symphony.
	STORY OF THE SONG 3:30–4:00 P.M. Each Tuesday	Fine singers in great songs for solo voice. The guests and repertoire for June follow. June 1: Colette d'Arville, soprano, in Spanish and German numbers. Sidor Belarsky, Russian basso, in Mozart and English songs. June 8: Hubert Hendrie, baritone, in the song cycle, "Eliland", by vonFielitz. Ada Tilley, soprano, singing Lieder.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
	June 15: Rosa Low, soprano, in Roumanian folk songs. Fritz Lechner, baritone, in operatic and concert excerpts. June 22: Bernard Herrmann, directing a string quartet and singers in a concert of 16th and 20th Century English madrigals. June 29: Maude Runyon, contralto, and Nicolai Wantroff, Canadian bass-baritone, in American, European and other songs.
MUSICAL AMERICANA 6:00–6:30 P.M. Each Tuesday	Music with an American source and idiom is heard throughout this program. Freddie Rich conducts. The June 15 program will feature the orchestral fantasy, "Americana," by Milton Rosen, Cincinnati composer.
E. ROBERT SCHMITZ Varied hours (See next column) Each Saturday	This talented pianist has attained a new reputation as a radio performer and commentator. His June programs will be confined to Russian composers, including Miaskovsky, Prokofieff, Stravinsky, and Mossoloff. Hours follow. June 5, 6:00–6:30 P.M.; June 12, 5:00–5:30 P.M.; June 19, 4:30–5:00 P.M.; June 26, 6:00–6:30 P.M.
STRING QUARTETS OF MOZART 3:00–3:30 P.M. Each Friday	The Kreiner Quartet continues with the first radio presentation of all Mozart's quartets – twenty-four in number. Comments on the life-story of the composer are included in the program. This is a Columbia Concert Hall presentation.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
MARGARET DAUM 4:30–5:00 P.M. Each Tuesday	This gifted young soprano of the Metropolitan Opera Association, presented wit orchestra, includes operetta and musica comedy as well as more serious music i her programs.
COLUMBIA'S CONCERT HALL 11:30 A.M.–Noon Each Saturday	Beginning June 12, this program will feature concerts of unusual music and rar instrumental combinations. The programs June 12: Yella Pessl, harpsichord, an Mitchell Miller, oboe, in music by Bac and Handel. June 19: Miss Pessl and Mr. Miller in work of Hotteterre le Romain, Couperin, Leclai and Scarlatti. June 26: Nicolai Berezowski, violinist, an Emanuel Bay, pianist, present violin mus of Poland. Felix Lebunski, commentato
COLUMBIA POP CONCERTS 3:30–4:00 P.M. Each Monday	Howard Barlow conducts the Columb Concert Orchestra in light symphonic musi The program of June 14 will feature Car Romano, pianist, introducing a newly-di covered Rondo by Mozart for piano ar orchestra.
CLYDE BARRIE 5:00–5:15 P.M. Each Monday 3:45–4:00 P.M. Each Saturday	A young artist whose baritone voice has w him a high rank, not only in the spiritu of his race, but in concert repertoire as we Clyde Barrie has appeared on the Columb network for two years.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	U. S. ARMY BAND 4:30–5:00 P.M. Each Thursday	This famous and ever-popular military band presents its stirring music in an interesting variety of new and old arrangements.
	CHOIRS AND GLEE CLUBS 12:30–1:00 P.M. Each Sunday	The Salt Lake Tabernacle Choir and Organ are heard in great church music, broadcast from a justly noted auditorium. College glee clubs are presented Saturday afternoons at varying hours.
	AMERICAN GUILD OF ORGANISTS June 13, 5:00–5:30 P.M. June 16, 5:00–5:15 P.M. June 17, 5:15–5:30 P.M.	Three broadcasts are planned from the Guild convention in Cincinnati—a demonstration of the electric organ, a harpsichord and clavichord recital, and music from the great organ in the Cincinnati Music Hall.
	CINCINNATI CONSERVATORY OF MUSIC 11:00 A.M.–Noon June 5	This broadcast concludes the 1936–1937 season of weekly concerts, all of which have been carried by Columbia. Alexander von Kreisler, conducting. Severin Eisenberger, piano soloist.
RSONALITIES	MAJOR BOWES' CAPITOL FAMILY 11:30 A.M.–12:30 P.M. Each Sunday	For twelve consecutive years, Major Bowes has served as host on a program that has become one of radio's oldest and most widely accepted presentations. Members of the Capitol Family and their guests provide entertainment each week for a large and loyal following.

CBS SUSTAINING PROGRAMS

PERSONALITIES

(Continued)

PROGRAM AND TIME	DESCRIPTION
CARL CARMER 10:30–11:00 P.M. Each Monday	Author and raconteur, Carl Carmer is widel known for his two best-sellers, "Stars Fe On Alabama" and "Listen For A Lonesom Drum." Mr. Carmer's stories are "illu trated" with folk music under the directio of Bernard Herrmann.
DR. HARRY HAGEN 4:00–5:00 P.M. Each Sunday	The Original Radio Spelling Bee. Dr. Har Hagen, who inaugurated this hour on Co umbia last month, is planning to incorpora many new ideas in his program during t four June broadcasts.
COLONEL JACK MAJOR 3:00–3:30 P.M. Each Monday	This young man reads poetry (his own times), sings, yodels, and whistles. He is al Master of Ceremonies for a half-hour rad revue. Freddie Rich leads the orchestra, a there are guest performers.
RICHARD MAXWELL 9:30–9:40 A.M. Monday, Tuesday, Wednesday, Friday 10:15–10:30 A.M. Each Saturday	"Songs of Comfort and Cheer." Richa Maxwell, soloist on this program, made radio debut fourteen years ago; was fi heard on Columbia in 1928. His rich vo and evident sincerity have won him wi spread following.
MONTANA SLIM 2:30–2:45 P.M. Monday, Wednesday, and Friday	"The Singing Cowboy" was born W Carter; learned the cow-punching trade Canada. He has a repertoire of more t 700 cowboy songs. Over 400 of these his own compositions.

ELIGIOUS OADCASTS

PROGRAM AND TIME	DESCRIPTION
CHURCH OF THE AIR 10:00–10:30 A.M. 1:00–1:30 P.M. Each Sunday	Each Sunday morning and Sunday afternoon, the following guests will conduct services to be broadcast over Columbia. June 6: 10:00 A.M. Reverend George Arthur Clarke, First Baptist Church of Malden, Massachusetts. 1:00 P.M. Rabbi William B. Schwartz, Temple Israel, Lawrence, New York. June 13: 10:00 A.M. Reverend J. W. Behnken, D.D., of Oak Park, Illinois, President of the Evangelical Lutheran Synod of Missouri, Ohio, and other states. 1:00 P.M. Reverend Warren W. Wiant, Emory Methodist Episcopal Church, Pittsburgh, Pennsylvania. June 20: 10:00 A.M. Dr. Herbert L. Willett, The Christian Century, Chicago, Illinois. 1:00 P.M. Reverend William Hiram Foulkes, D.D., Moderator of the General Assembly of the Presbyterian Church, Newark, N. J. June 27: 10:00 A.M. Reverend Joseph R. Sizoo, The Collegiate Church of St. Nicholas, New York City. 1:00 P.M. Reverend Edward L. Hughes, O.P., Editor of "The Torch," New York City.
ANNIVERSARY OBSERVANCE, ORTHODOX JEWISH CONGREGATIONS OF AMERICA 4:15–4:30 P.M. Tuesday, June 8	This program marks the 39th anniversary of the founding of the Union of Orthodox Jewish Congregations of America. William Weiss, president, will speak on the principles and purposes of the Union. Rabbi Herbert S. Goldstein, President of the Rabbinical Council of America, will also speak. His subject: "The Functions of the Rabbinic Body of the Orthodox Union."

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
CHILDREN'S PROGRAMS	DOROTHY GORDON 5:45–6:00 P.M. Each Tuesday, Thursday, Saturday	Winner of the Women's National Radio Committee award for the best children's program on the air. Miss Gordon sings or these programs (from her own collection o folk songs) and tells stories in a way tha brings their characters to life.
	LET'S PRETEND 10:30–11:00 A.M. Each Saturday	Nila Mack dramatizes the world's grea fairy stories; children between the ages c seven and sixteen enact them. Stories selecte for this month's presentation are: "Castl of Hatred", June 5; "Fur Ball", June 1 "The Wishing Ring", June 18; "Goldiloc and Prince Charming", June 26.
	FUNNY THINGS—NORA STIRLING 5:45–6:00 P.M. Each Monday, Wednesday, Friday	Novelty and information about curious ar fascinating facts on which children ba their questions. Nora Stirling talks abo the origin of holidays, the meaning of bir stones, quaint customs and traditions.
	SUNDAY MORNING AT AUNT SUSAN'S 9:00–9:55 A.M. Each Sunday	Juvenile variety show, with an appeal the entire family. Orchestra, songs, nev and guests. This month's guests: Camer King tells stories of the sea, June 6; C. Coates, curator of the New York Tropi Fish Aquarium, June 13; Rosebud Yello robe, Sioux Indian, tells stories and legen June 20; John Tasker Howard, Steph Foster's biographer, discusses music.

	PROGRAM AND TIME	DESCRIPTION
	TREASURE ISLAND Three 15-minute programs weekly. Time to be announced.	The famous Stevenson classic has now been adapted for radio, and dramatized by Irving Crump, managing editor of "Boy's Life." Columbia will present these new programs thrice weekly, beginning at an early date.
LIGHT MUSIC	MAUREEN O'CONNER 10:45–11:00 P.M. Each Sunday	Maureen O'Conner, thirteen-year-old California girl, is gifted with a remarkable facility for song. In her programs, which come from Columbia in Hollywood, she is accompanied by seven girls—The Singing Strings.
	DEAR COLUMBIA 9:00–9:30 A.M. Each Tuesday	Here is music requested by the Columbia audience. Actual letters are read to introduce the numbers selected. Orchestra selections as well as songs are confined to listeners' requests. Harry Simeone conducts.
	MANHATTAN MATINEE 3:00–3:30 P.M. Each Wednesday	Songs of the Metropolis—past and present. These musical interludes are presented by such artists as Doris Kerr, Jack Shannon, Tito Guizar and other Columbia stars.
	DOWN BY HERMAN'S 3:00–3:30 P.M. Each Saturday	A German beer garden set to music, this program is a network favorite. High spirits and high comedy in a broadcast from Milwaukee, its music ranges from classic to popular presentations.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
VOCALS BY VERRILL 5:30–5:45 P.M. Each Saturday	Virginia Verrill is still in Hollywood, doubling in radio and motion pictures. Her songs from Hollywood are a weekly reminder that Columbia starred her before motion pictures recognized her special gifts.
SATURDAY NIGHT SWING CLUB 7:00–7:30 P.M. Each Saturday	Swing music for the "alligators." A firs anniversary program, 12 Mid. to 1:00 A.M. June 12, will feature the "Quintette du Ho Club de France" from Paris. Other session at the regular hour, with usual array of guest
METROPOLITAN PARADE 9:00–9:30 A.M. Each Monday and Friday	An early morning variety show, featurin today's sparkling rhythm tunes, the song of Margaret McCrae, Bob Gibson, the Eto Boys, and the pianist-whistler, Bob Byro
MUSIC IN THE AIR 9:00–9:30 A.M. Each Wednesday	A morning musicale, featuring the smoo melodies of Leith Stevens' Orchestra. U usual arrangements of a variety of song with the voices of Helen Board, Howa Phillips, and the violin of Buddy Sheppar
MAKE BELIEVE 1:15–1:30 P.M. Each Monday, Wednesday, Friday	A happy combination of script show a musical. "Make Believe" is a light, roman dialogue story which serves to introduce t songs of Bill Perry and Ruth Carhart, companied by the music of Harry Simeo

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC	THE DALTON BROTHERS 2:30–2:45 P.M. Tuesday and Thursday 9:45–9:55 A.M. Each Saturday	Rapidly gaining in popularity, this vocal quartet varies its selections between straight and novelty arrangements. Other harmonists on Columbia include the Eton Boys, the Four Stars, and the Song Stylists.
	HOLLACE SHAW 6:45–7:00 P.M. Each Monday 7:30–7:45 P.M. Each Friday	Less than a year ago, Hollace Shaw won an amateur singing contest, against 55,000 contestants. Her coloratura soprano was so remarkable that she was immediately signed by Columbia, and later brought to New York.
	PATTI CHAPIN 6:00–6:15 P.M. Each Thursday 10:45–11:00 P.M. Each Saturday	A veteran radio songstress, Patti Chapin had been broadcasting regularly over her home-town station in Atlantic City when Columbia asked her to sign a contract. She is at her best in light, modern compositions.
	DEL CASINO 5:00–5:15 P.M. Each Tuesday 6:00–6:15 P.M. Each Wednesday	From boxing ring, to Wall Street, to Broadway, to Columbia is the thumbnail biographical progress of Del Casino. His fine tenor voice has won him a wide following in less than a year of broadcasting.
	GOGO DELYS 7:30–7:45 P.M. Each Wednesday 6:45–7:00 P.M. Each Friday	Personality singer, discovered for radio by Phil Baker, and later signed to a Columbia contract. Canadian-born, Gogo DeLys left law school to become a professional singer.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
HOWARD PHILLIPS 6:00–6:15 P.M. Each Monday and Friday	A new voice on Columbia. Howard Phillip rich baritone has been heard frequently i Broadway musical productions, as well a with a number of popular dance bands.
DORIS KERR 5:30–5:45 P.M. Each Monday, Wednesday, Friday	Popular young singer, whose melodies rang from rhythm songs to love ballads. Dori Kerr's professional career began wit Columbia in May, 1936.
BOB BYRON 4:00–4:15 P.M. Each Monday and Thursday	Bob Byron plays the piano, varies it wit the celeste, and whistles to his accompani ment. Following the trend of the times, h is a "swing whistler," disdains bird-calls
DANCE ORCHESTRAS 11:00 P.M.–1:00 A.M. Each Monday through Sunday	Leading dance bands of the nation are pre sented in the late evening hours, at half hour intervals. Prominent among thes Columbia presentations are Guy Lombardo Benny Goodman, Isham Jones, Glen Gray Bunny Berrigan, Shep Fields.

OTHY

BAND WAGON STARRING

PEARCE AND HIS GANG · AUNT JENNIE'S REA

SISTER · CASANDRA · CENTREVILLE SKETCHES · DINING WITH GE

EDITION OF TWIN STARS FEATURING VICTOR MOORE AND HELEN BRODERICK · FIND

IGHBOR · HAL KEMP, KAY THOMPSON AND RHYTHM SINGERS · HORACE HEIDT AND HIS BRIG

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RESUME—PAUL DOUG

· THE WIFE SAVER WI

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K AND LORETTA · JACK BERCH AND MARK W

QUALITY TWINS ·

TORY OF A SONG · THE GUMPS · THE WIFE SAVER WITH ALLEN

TREASURE ISLAND

ANCE OF HELEN TRENT · SATURDAY NIGHT SERENADE · SCATTERGOOD BAINES · STORY OF

NNIE PRESENTS RUSS MORGAN'S ORCHESTRA, CHARLES MARTIN'S CIRCUMSTANTIAL EVIDENCE

ND LORETTA · JACK BERCH AND MARK WARNOW'S ORCHESTRA · SPORTS RESUME—PAUL DOUG

GAL SUNDAY · PET MILKY WAY · PICK AND PAT IN PIPE SMOKING TIME · PRETTY KITTY KEL

DOROTHY GORDON · LIVING DRAMAS OF THE BIBLE · MYRT AND MARG

NTREVILLE SKETCHES · GOOD AFTERNOON NEIGH

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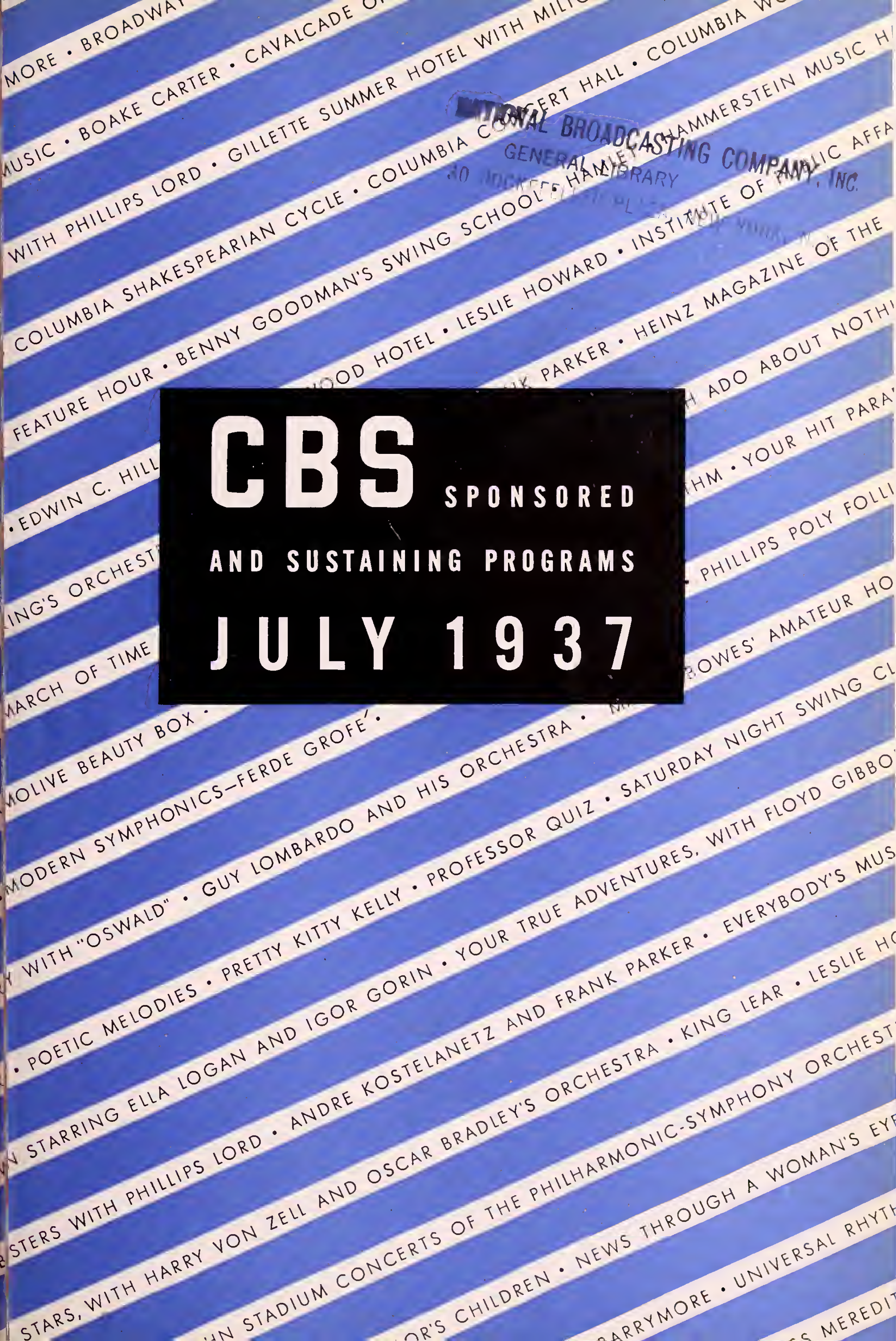
JULY 1937


MORE • BROADWAY
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WITH PHILLIPS LORD • GILLETTE SUMMER HOTEL WITH MILT
COLUMBIA SHAKESPEARIAN CYCLE • COLUMBIA CONCERT HALL • COLUMBIA WO
FEATURE HOUR • BENNY GOODMAN'S SWING SCHOOL • HAMMERSTEIN MUSIC H
• EDWIN C. HILL
OOD HOTEL • LESLIE HOWARD • INSTITUTE OF PUBLIC AFFA
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K PARKER • HEINZ MAGAZINE OF THE
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MODERN SYMPHONICS—FERDE GROFÉ •
PHILLIPS POLY FOLLI
WITH "OSWALD" • GUY LOMBARDO AND HIS ORCHESTRA •
BOWES' AMATEUR HO
• POETIC MELODIES • PRETTY KITTY KELLY • PROFESSOR QUIZ • SATURDAY NIGHT SWING CL
STARRING ELLA LOGAN AND IGOR GORIN • YOUR TRUE ADVENTURES, WITH FLOYD GIBBO
STERS WITH PHILLIPS LORD • ANDRE KOSTELANETZ AND FRANK PARKER • EVERYBODY'S MUS
STARS, WITH HARRY VON ZELL AND OSCAR BRADLEY'S ORCHESTRA • KING LEAR • LESLIE HO
STADIUM CONCERTS OF THE PHILHARMONIC-SYMPHONY ORCHEST
OR'S CHILDREN • NEWS THROUGH A WOMAN'S EYE
ARRYMORE • UNIVERSAL RHYTH
MEREDIT

CBS SPONSORED AND SUSTAINING PROGRAMS

JULY 1937

published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE
NEW YORK CITY, N. Y.

COLUMBIA NETWORK ADVERTISERS

Columbia Network clients and their products, as of July 1, 1937, are here indexed by industries. On the following pages they are listed alphabetically by name, with product, program title and talent, broadcasting time,† advertising agency, and the total number of weeks each advertiser has used CBS facilities.

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AMERICAN HOME PRODUCTS CO.	Edna Wallace Hopper Cosm
	Anacin
	Fly-ded
	BiSoDol
	Kolynos Dentifrice
AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes
	Roi-Tan Cigars
BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION	Banking Service
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BROWN & WILLIAMSON TOBACCO CORP.	Sir Walter Raleigh Tobacco Avalon Cigarettes

†*Columbia Pacific Network Onl*
††*Columbia New England Netw*

PROGRAM	TIME	AGENCY	ON CBS*
ie Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	186 Weeks
r Gal Sunday *Serial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		14 Weeks
r Gal Sunday *Serial drama*	Thurs. and Fri. 12:45–1:00 p.m.		160 Weeks
oadway Varieties with Oscar aw, MC, Carmella Ponselle, ctor Arden's Orchestra *Music, drama and comedy*	Friday 8:00–8:30 p.m.		197 Weeks
mmerstein Music Hall with d Hammerstein as MC, cy Laughlin, Jerry Mann *Variety and guest stars*	Tuesday 8:00–8:30 p.m.		308 Weeks
our Hit Parade", with ter Van Steeden's Orchestra *Popular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	61 Weeks
cky Strike Presents win C. Hill in "Your News rade" *News commentator*	Mon. thru Fri. 12:15–12:30 p.m. Rebr. 2:30– 2:45 p.m.		
n to Man Sports Review th Clary Settell *Sports discussion*	†Sun., Wed., Fri. 7:30–7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	13 Weeks
n Hayes *News broadcast*	†Sun. thru Fri. 10:00–10:15 p.m. PST	Charles R. Stuart	4 Weeks
ur Unseen Friend *Dramatizations*	Tuesday 10:00–10:30 p.m.	Albert Frank-Guenther Law, Inc.	39 Weeks
al O'Hara's Radio Gazette *News broadcast*	††Mon., Wed., Fri. 7:30–7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	1 Week

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he figures indicate the total number of weeks n which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream Palmolive Soap Super Suds and Concentrated Super Suds Colgate Dental Powder and Rapid Shave Cream
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess C
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
Hllywood Hotel with Jry Cooper, Frances Langford, Ane Jamison, Igor Gorin and Rymond Paige and his Orchestra *Comedy, music and guest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	143 Weeks
Kn Murray, with "Oswald", Cnnie Bennett, Marlyn Stuart, ad Lud Gluskin's Orchestra *Comedy and popular music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30– 12:00 Mid.		
Rbinoff, Walter Cassell and guests *Light music and vocalists*	Sunday 6:30–7:00 p.m.	Campbell-Ewald Co., Inc.	65 Weeks
Mjor Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	69 Weeks
Gng Busters with Phillips Lord *Police-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	77 Weeks
Pmolive Beauty Box Theatre, wh Jessica Dragonette and Carles Kullman *Operetta and light music*	Wednesday 9:30–10:00 p.m.		77 Weeks
Mrt and Marge *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m.		70 Weeks
Yur True Adventures, with Fyd Gibbons *Dramatizations*	Thursday 10:00–10:30 p.m.		26 Weeks
Ptty Kitty Kelly *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. Rebr. 4:15– 4:30 p.m.	Benton & Bowles, Inc.	121 Weeks
Bchelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	131 Weeks

★ he figures indicate the total number of weeks
i which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford and Lincoln Motor C and Lincoln Zephyr
GENERAL BAKING COMPANY	Bond Bread
GENERAL MILLS, INC.	Wheaties, Bisquick, Gold M Kitchen-Tested Flour and So
GILLETTE SAFETY RAZOR CO.	Gillette, Probak and Valet A Strop Safety Razors and Bla

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
cade of America, Voorhees' Orchestra *sical*	Wednesday 8:00–8:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	103 Weeks
Afternoon Neighbor, with Breneman and orchestra. *ial drama and music*	†Tues. and Fri. 2:45–3:00 p.m. PST	Botsford, Constantine & Gardner	42 Weeks
Berch and Mark Warnow's estra *calist with orchestra*	Tues. and Thurs. 1:00–1:15 p.m.	Young & Rubicam, Inc.	111 Weeks
rville Sketches *ial drama*	†Mon. thru Thurs. 12:30–12:45 p.m. PST		
ersal Rhythm, with Rex dler's Orchestra and Chorus, rd Bonelli, Alec Templeton, yn Urbanek, and Frank it, MC *sical*	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	178 Weeks
earce and His Gang in the Fun Go By *medy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12–12:30 a.m.		
Bakers Present Lombardo and His Orchestra *pular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	338 Weeks
Medal Feature Hour†† *ial dramas, news, hymns,* *usehold advice* †B inning July 19, shifts to 1:00– :0 .m.	Mon. thru Fri. 10:00–11:00 a.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	330 Weeks
n Berle, Wendell Hall, Andy ella and His Orchestra *iety and comedy*	Sunday 8:00–8:30 p.m. Rebr. 11:00–11:30 p.m.	Ruthrauff & Ryan, Inc.	43 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GROUP OF AMERICAN BANKS	Banking Service
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	57 Varieties
KIRKMAN & SON, INC.	Kirkman's Soap
A. J. KRANK COMPANY	Krank's Lather-Kreem, Lem Cream, Honey Rose Cream, Keen Tan
LADY ESTHER COMPANY	Cosmetics
LEHN & FINK PRODUCTS COMPANY	Pebeco Toothpaste
	Lysol

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS
ıodern Symphonics, under the lirection of Ferde Grofé *Semi-classical and modern music*	Friday 10:00–10:30 p.m.	The Wessel Company	33 Weeks
ummer Stars, with Harry Von ell, Master of Ceremonies;)scar Bradley's Orchestra and uest artists *Variety show*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	177 Weeks
leinz Magazine of the Air, with . A. Rolfe's Orchestra and eed Kennedy *Serial drama, guest speakers, music*	Mon., Wed., Fri. 11:00–11:30 a.m. Rebr. 3:00–3:30 p.m.	Maxon, Inc.	69 Weeks
ack and Loretta *Songs and Patter*	Mon. thru Fri. 2:15–2:30 p.m.	N. W. Ayer & Son, Inc.	8 Weeks
linute Mysteries *Dramatizations*	Tuesday 11:15–11:30 p.m.	McCord Co., Inc.	5 Weeks
loyd Pantages Covers Hollywood *Hollywood Comment and Gossip*	†Thursday 7:15–7:30 p.m. PST		5 Weeks
Vayne King's Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Stack-Goble Advertising Agency	195 Weeks
he Gumps *Serial drama*	Mon. thru Fri. 12:00–12:15 p.m. Rebr. 4:00–4:15 p.m.	Lennen & Mitchell, Inc.	147 Weeks
)r. Allan Roy Dafoe *Child care talks*	Mon., Wed., Fri. 11:45–12:00 noon		64 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Spry
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields & Granger Toba
	Granger Tobacco
NASH-KELVINATOR CORPORATION	Kelvinator Refrigerators
NOXZEMA CHEMICAL COMPANY	Noxzema Medicated and Shaving Creams

PROGRAM	TIME	AGENCY	ON CBS
The Lux Radio Theatre with stars of stage and screen *Dramatic;* Cecil B. De Mille, *director*	Monday 9:00–10:00 p.m.	J. Walter Thompson Company	101 Weeks
Big Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.	Ruthrauff & Ryan, Inc.	42 Weeks
Aunt Jennie's Real Life Stories† *Dramatic* †Beginning July 8 the time changes to 11:45 a.m.–12 noon; rebroadcast remains the same.	Mon. thru Fri. 1:45–2:00 p.m. Rebr. 2:15–2:30 p.m.		24 Weeks
Andre Kostelanetz and Frank Parker *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	232 Weeks
Hal Kemp and Alice Faye *Popular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		
Sports Résumé—Paul Douglas *Baseball Scores*	Mon. thru Sat. 6:35–6:45 p.m.		11 Weeks
Alexander Woollcott, "The Town Crier" *Narrations*	Tues. and Thurs. 7:30–7:45 p.m. Rebr. 12:30–45 a.m.		26 Weeks
Professor Quiz *Questions and answers*	Saturday 9:00–9:30 p.m. Rebr. 12:00–12:30 a.m.	Geyer, Cornell & Newell, Inc.	17 Weeks
Hollywood Observer, with Del Casino and Ray Block's Orchestra *Comment and music*	Mon. and Fri. 7:30–7:45 p.m.	Ruthrauff & Ryan, Inc.	7 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PET MILK SALES CORP.	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels and Prince Albert Tob co
SERVEL, INC.	Electrolux Refrigerators
SINCLAIR REFINING COMPANY	Petroleum Products

PROGRAM	TIME	AGENCY	ON CBS★
e Pet Milky Way with Mary Lee ylor, home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3–3:15 p.m.	Gardner Advertising Company	195 Weeks
ake Carter *News commentator*	Mon., Wed., Fri. 7:45–8:00 p.m. Rebr. 11:15–11:30 p.m.	Hutchins Advertising Co., Inc.	311 Weeks
hnnie Presents Russ Morgan's chestra, Charles Martin's Cir- nstantial Evidence Thrill, Phil ey and mixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.	The Biow Company, Inc.	21 Weeks
illips Poly Follies with Roth's Orchestra *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	58 Weeks
ws Through a Woman's Eyes— thryn Cravens *News comments and interviews*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	86 Weeks
ing School, with nny Goodman's Orchestra *Popular music*	Tuesday 9:30–10:00 p.m.	William C. Esty & Company, Inc.	209 Weeks
e March of Time *News Dramatizations* (July 1 and 8, only)	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	11 Weeks
B be Ruth *Big League baseball news and interviews with baseball headliners*	Wed. and Fri. 10:30–10:45 p.m.	Federal Advertising Agency, Inc.	20 Weeks

★ *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
SPERRY FLOUR COMPANY	Flours and Cereals
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerato
SYLMAR PACKING CORP.	Canned Olives, Fig Jam, Pim Figs, Watermelon Rind
TABLE PRODUCTS, INC.	Duchess Salad Dressing
THE TEXAS COMPANY	"Texaco" Products
TIME, INC.	Time and Life
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†Columbia Pacific Network Onl

PROGRAM	TIME	AGENCY	ON CBS*
W tern Home Show *rchestral and vocal music*	†Wednesday 3:30–3:45 p.m. PST	Westco Advertising Agency	8 Weeks
Hace Heidt and His Brigadiers *opular music*	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	121 Weeks
Ca ndra	†Tuesday 5:00–5:30 p.m. PST	Pacific Market Builders	5 Weeks
Flcher Wiley	†Mon. and Thurs. 3:45–4:00 p.m. PST	Lord and Thomas	4 Weeks
Te co Town, Starring Ella Logan n gor Gorin, with Pinky Tomlin n Eddie Stanley; Jimmy Wa ington, MC *omedy and music*	Sunday 8:30–9:00 p.m. Rebr. 12:00–12:30 a.m.	Buchanan and Company, Inc.	41 Weeks
Th March of Time *ews dramatizations* Beginning July 15)	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	123 Weeks
Pic and Pat in Pipe Smoking Time wit Benny Krueger's Orchestra *lackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	109 Weeks
Poc c Melodies *etry readings and light music*	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff. Inc.	266 Weeks
ca ergood Baines *rial drama*	†Mon. thru Fri. 8:00–8:15 p.m. PST		

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PROGRAMS "BY COLUMBIA"

These programs *"by Columbia"* for the month of July are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast, in many cases, are subject to some change —as new programs arise from events on the world-front. These changes are generally listed in the local newspapers, with which all day-to-day Columbia program schedules should be checked.

For your convenience, the Columbia Network programs listed on the following pages are grouped in these nine classifications:

1. DRAMATIC SERIES . . . . *page 19*
2. SERIOUS MUSIC . . . . . *page 21*
3. PUBLIC AFFAIRS . . . . . *page 27*
4. SPECIAL EVENTS . . . . . *page 30*
5. EDUCATIONAL SERIES . . *page 31*
6. PERSONALITIES. . . . . . *page 34*
7. RELIGIOUS BROADCASTS . *page 35*
8. CHILDREN'S PROGRAMS . . *page 36*
9. LIGHT MUSIC . . . . . . *page 37*

ADDENDA: JUNE PROGRAMS . . *page 41*

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	THE COLUMBIA SHAKESPEARIAN CYCLE 9:00–10:00 p.m. EACH MONDAY	A brilliant roll of leading actors and ac tresses has been engaged for new radi interpretations of Shakespeare's character in The Columbia Shakespearian Cycle o eight plays (July 12 to August 30). Fresh ness of approach is assured in the casting o these stars in roles new to them, yet exactl suited to the outstanding dramatic qualiti they can bring to radio. The cycle of eight dramas covers Shak speare's full range of comedy, history an tragedy. Brewster Morgan of the CBS Pr gram Department, former director c Shakespearian productions at the Oxfor Theatre in England, will direct the Cycl Victor Bay is musical director of the serie The full cycle will be carried over 90 affil ated CBS stations, the largest network ev to undertake such a project. The plays f July, and the leading players, are:
	"HAMLET" JULY 12	Burgess Meredith . . . . Haml Grace George . . . . . . Queen Gertru Montague Love . . . . . . King Claudi Walter Abel . . . . Hora William A. Brady . . . . Gh Margaret Perry (Mrs. Burgess Meredit Ophe
	"MUCH ADO ABOUT NOTHING" JULY 19	Leslie Howard . . . . Bened Rosalind Russell . . . . Beatr *(and a supporting cast, to be announced)*
	JULY 26 *(to be announced)*	

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
THE COLUMBIA WORKSHOP 7:00–7:30 p.m. EACH SUNDAY	A dramatic series under the direction of Irving Reis. Unusual radio dramas and the latest broadcasting techniques are presented in experiments to widen the scope of the art. The month's programs: JULY 4: "Mr. Sycamore." An imaginative story by Robert Ayre published in Story Magazine. Adapted for The Workshop by Leopold Proser. JULY 11: Special experimental program. JULY 18: Workshop Anniversary Program, "The March of '45." Geoffrey Bridson's English verse drama is scheduled for a full-hour broadcast from 7:00 to 8:00 p.m. JULY 25: "Matter of Life and Death." A drama by Leopold Atlas, based on Paul de Kruif's "Why Keep Them Alive?", dealing with the role of medicine in modern civilization.
YOUR NECK O' THE WOODS 10:30–11:00 p.m. EACH MONDAY	Carl Carmer, author, story-teller and authority on folk lore and fancy, writes and acts as narrator on this series of authentic Americana. Each week he presents the legends of a different state. Folk music is under the direction of Bernard Herrmann. The states scheduled for this month: JULY 5: Massachusetts. JULY 12: Louisiana. JULY 19: Indiana. JULY 26: Texas.

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES *(Continued)*	LIVING DRAMAS OF THE BIBLE 2:30–3:00 p.m. EACH SUNDAY	Old Testament literature dramatized in a more contemporary idiom, while retaining the full values of the best Bible stories. JULY 4: Queen Esther. JULY 11: Deborah. JULY 18: Jericho. JULY 25: Gideon.
SERIOUS MUSIC	LEWISOHN STADIUM CONCERTS PHILHARMONIC-SYMPHONY ORCHESTRA 10:00–11:00 p.m. EACH SUNDAY	The Philharmonic-Symphony Orchestra, for seven Winter seasons an exclusive CBS feature, will be heard in their Summer series at Lewisohn Stadium of the College of the City of New York. There will be seven consecutive broadcasts. Programs for July are: JULY 4: L. Camilieri, founder of the People' Chorus of New York, will direct 30 voices with the orchestra in a group o famous choral numbers, and conduc Weber's Overture to "Euryanthe" an the Overture to Wagner's "Tannhauser.' JULY 11: Fritz Reiner, home from Europea successes, directs the first of his thre Sunday broadcasts. William Walton' suite, "Facade," and the Ravel "Daphni and Chloe" Suite No. 2 are included i the program. JULY 18: "The Swan of Tuonela" and t March from the "Karelia" Suite Sibelius; three of Dvorak's Slavon Dances; the Divertimento for Strin by Leo Weiner (played for the first ti

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	LEWISOHN STADIUM CONCERTS PHILHARMONIC-SYMPHONY ORCHESTRA 10:00–11:00 p.m. EACH SUNDAY	at the Stadium), and the Rakoczy March from Berlioz' "Damnation of Faust." JULY 25: An all-Richard Strauss program. "Till Eulenspiegel's Merry Pranks" and a group of waltzes and orchestral sections from "Der Rosenkavalier" are among the pieces scheduled.
	EVERYBODY'S MUSIC 3:00–4:00 p.m. EACH SUNDAY	Howard Barlow conducts great music for the layman, and Henry M. Neely plays host to the radio audience at these concerts by the Columbia Symphony Orchestra. Included in this series are the works of the *Columbia Composers Commission,* written specifically for radio by six outstanding American composers. JULY 4: A Russian program. The Overture to "Prince Igor," reconstructed by Glazounoff from Borodin's sketches for the opera, and Tschaikowsky's Symphony No. 4. JULY 11: Mr. Barlow will devote his entire program to Beethoven—the Egmont Overture and the Symphony No. 6, the "Pastoral Symphony." JULY 18: An unusual English program. Purcell's Fantasia on One Note, for String Orchestra; "The Walk to the Paradise Garden" from "A Village Romeo and Juliet," by Frederick Delius; and the seldom played tone-poem "Falstaff," by Sir Edward Elgar.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	EVERYBODY'S MUSIC 3:00–4:00 p.m. EACH SUNDAY	JULY 25: Premiere of Aaron Copland's ne work for the *Columbia Compose Commission*. Tentatively called "Mus for Radio," it will be given a perm nent title by listeners, the winning su gestion to be awarded an autographe copy of the original score. The Gluc Mottl Ballet Suite from Gluck's oper and Mozart's G Major Symphon written in his last year, complete t program.
	STORY OF THE SONG 3:30–4:00 p.m. EACH TUESDAY	Guest soloists in the world's great song The month's repertoire: JULY 6: Air premiere of "The Curlew," W. Yeats' poem set to music by the Englis composer, Peter Warlock, for voice ar string quartet with flute and Englis horn. Soloist: Charles Haywood, tenc Conductor: Bernard Herrmann, wl gave the American premiere perforr ance at the New School for Social R search last year. JULY 13: Max Panteleieff, noted Russi basso, in a return engagement. Haro Hansen, an American tenor who h appeared extensively in musical come and more recently with the Americ Opera Company. JULY 20: Jeannette Vreeland, soprano, wl appeared here last season with t Stadium Concerts. Russell Dorr, po ular CBS baritone, who on this oc

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	STORY OF THE SONG 3:30–4:00 p.m. EACH TUESDAY	sion will sing some of the more serious baritone repertoire. JULY 27: Elizabeth Wysor, contralto, in her second appearance on the series. Charles Haywood, tenor, in an unusual group of folk songs of the East, including original works from the Arabian, Armenian, Caucasian, Turkish, Uzbek.
	GRANT PARK CONCERTS 8:30–9:00 p.m. EACH TUESDAY	This is the third successive Summer series of outdoor concerts from Grant Park in Chicago, sponsored by the Chicago Park Board and the Chicago Federation of Musicians. JULY 6 and 13: The Chicago Philharmonic Orchestra, Richard Czerwonky conducting. JULY 20: Carlton Kelsey, Columbia conductor, will direct his 75-piece symphonic orchestra. JULY 27: Alec Templeton, blind pianist, will be soloist with the Chicago Philharmonic under Richard Czerwonky.
	MUSIC FROM SHAKESPEARE 8:00–8:30 p.m. THURSDAY, JULY 1	Victor Bay, musical director of the Columbia Shakespearian Cycle, presents a special concert of music by great composers written for Shakespearian productions. Bay will conduct the Overture to "Hamlet" by Tschaikowsky, the "Henry VIII Dances" by Edward German, and excerpts from Locke's music for "The Tempest." Hollace Shaw, coloratura soprano, will sing the "Willow Song" from "Othello" and Thomas Morley's "It Was a Lover and His Lass" from "As You Like It."

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	E. ROBERT SCHMITZ 7:30–8:00 p.m. SATURDAY, JULY 3	Mr. Schmitz concludes his series of t broadcasts on the piano music of Rus with a Columbia Concert Hall presentati from San Francisco. The French virtu will perform music by Shostakovitch a Jelobinsky.
	JACQUES JOLAS 7:30–8:00 p.m. EACH SATURDAY	Starting July 10, Jacques Jolas, whose To Hall recital of last season marked him one of the most commanding young piani of our day, will appear in Columbia's Co cert Hall in a series called "Bases of Pia Literature." The works he will play in Ju are by Couperin, Rameau, Bull, Bach, Sca latti, Haydn and Mozart.
	THE COMPINSKY TRIO "OLD VS. NEW" 11:30 a.m.–Noon EACH SATURDAY	Starting July 17, the noted chamber mu cians of the Compinsky family will be hea on CBS after an absence of two yea Manuel Compinsky, violinist; Alec Compi sky, 'cellist; and Sara Compinsky, piani will alternate classic music for trio wi modern music on this Columbia Conce Hall series. July 17, Schubert's Trio in B Fl Major, Opus 99. July 24, the Ravel Tri July 31, Bach's Trio in C Minor.
	COLUMBIA'S CONCERT HALL 11:30 a.m.–Noon JULY 3 and 10 3:45–4:15 p.m. JULY 14, 21 and 28	Unusual music and unusual instrument combinations are featured in these broad casts. JULY 3: Oxford Ensemble (flute and strin quartet) in old music by San Martin Brandt-Buys and Corelli.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
COLUMBIA'S CONCERT HALL 11:30 a.m.–Noon JULY 3 and 10 3:45–4:15 p.m. JULY 14, 21 and 28	JULY 10: Marcel Hubert, 'cellist, in music by Boccherini, Bach, Brahms and Davidoff. JULY 14: Bernard Herrmann will direct a string orchestra in old French music as a short-wave salute on Bastille Day. JULY 21: Jose Martinez Oyanguren, guitarist, will present old and new music for his instrument and for the lute (in transcriptions). JULY 28: Vera Brodsky and Harold Triggs, duo-pianists, in music by C. P. E. Bach and Chopin.
KREINER QUARTET 3:00–3:30 p.m. EACH FRIDAY	The first radio cycle of all of Mozart's string quartets is continued by the Kreiner Quartet: Edward Kreiner, viola; Sylvan Schulman and Joseph Gingold, violins; and Alan Schulman, 'cello.
POP CONCERTS 3:30–4:00 p.m. EACH MONDAY	The Columbia Concert Orchestra, directed by Howard Barlow, in shorter works for orchestra. Occasionally a soloist is featured, and the music is familiar and attractive.
MARGARET DAUM 6:00–6:30 p.m. EACH TUESDAY	From Columbia's station KMOX in St. Louis, where she is leading soprano of the St. Louis Municipal Opera Company for the summer, this young prima donna of the Metropolitan Opera Association presents favorite arias and songs.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	CLYDE BARRIE 5:00–5:15 p.m. EACH MONDAY 7:15–7:30 p.m. EACH THURSDAY 3:45–4:00 p.m. EACH SATURDAY	Three times each week during July the rich baritone voice of Clyde Barrie will be heard over Columbia. This outstanding young concert artist is presenting a regular broadcast schedule in addition to frequent appearances in recitals and with various orchestras.
	U. S. ARMY BAND 4:30–5:00 p.m. EACH THURSDAY	Invigorating music in familiar and special arrangements broadcast from the nation's Capitol by this noted military band.
	INTERNATIONAL BROADCASTS *Various dates*	From the Stradivarius Festival in Cremona, Columbia plans to broadcast the third act of "La Forza del Destino" on Saturday, July 10, 6:00–6:30 p.m. The cast includes Gina Cigna, Armando Borgioli and Francesco Merli; conductor, Gino Marinuzzi.
PUBLIC AFFAIRS	DOMINION DAY CELEBRATION 8:30–9:00 p.m. THURSDAY, JULY 1	President Roosevelt and Governor-General Lord Tweedsmuir speak on the occasion of the 70th anniversary of the founding of the Canada Federation. The President is scheduled to speak on this "Dominion Day" program from Hyde Park and Lord Tweedsmuir from Ottawa. Choral music from Montreal and Toronto will complete the international salute.
	INSTITUTE OF PUBLIC AFFAIRS 6:45–7:00 p.m. JULY 7, 12 and 14	Three broadcasts from the Eleventh Session of the Institute of Public Affairs at Charlottesville, Virginia will be carried by Columbia. The Institute meets annually in the

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS	INSTITUTE OF PUBLIC AFFAIRS 6:45–7:00 p.m. JULY 7, 12 and 14	interests of inter-American relations and international security. The speakers will be: JULY 7: Sumner Welles, Assistant Secretary of State: "Present Aspects of World Peace." JULY 12: General Smedley D. Butler: "Avoiding War in the Pacific." JULY 14: Sir Herbert Brown Ames, former Financial Director of the League of Nations Secretariat: "Does German Rearmament Necessarily Mean War?"
	CURRENT QUESTIONS BEFORE CONGRESS *The House*—3:30–3:45 p.m. EACH WEDNESDAY *The Senate*—5:00–5:15 p.m. EACH THURSDAY	Members of the House of Representatives and of the Senate discuss, in separate weekly programs, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge on the issues discussed.
	THE CABINET OF THE UNITED STATES 10:30–11:00 p.m. EACH FRIDAY	A new series, starting July 16, of talks on the work of their departments by the Secretaries of State, Treasury, War, Navy, Interior, Agriculture, Commerce and Labor, the Attorney General and the Postmaster General.
	"NAZISM IN AMERICA" 10:45–11:00 p.m. FRIDAY, JULY 2	Representative John W. McCormack of Massachusetts and Emanuel Celler of New York will discuss "Nazism in America" in a two-way broadcast from Washington and New York.

PUBLIC AFFAIRS

(Continued)

PROGRAM AND TIME	DESCRIPTION
INTERNATIONAL LABOR OFFICE 1:30–1:45 p.m. SUNDAY, JULY 4	Harold Butler, director general of the International Labor Office, will discuss the results of the recent conference of the I.L.O. at Geneva, Switzerland.
AMERICAN YOUTH CONGRESS 9:30–10:00 p.m. SATURDAY, JULY 3	Senators Robert M. LaFollette of Wisconsin and Louis B. Schwellenbach of Washington discuss "American Youth Problems" in an interview with Robert Horton, correspondent, addressed to the American Youth Congress at Milwaukee.
"ISSUES IN THE STRIKE AREA" 10:45–11:45 p.m. WEDNESDAY, JULY 7	Representative Henry G. Teigan, Farmer-Laborite of Minnesota, will discuss the points of controversy involved in the current labor disputes.
CHARL ORMOND WILLIAMS 4:15–4:30 p.m. THURSDAY, JULY 22	Miss Williams, president of the National Federation of Business and Professional Women, speaks from their bi-annual convention at Atlantic City.
H. V. KALTENBORN AND ELMER DAVIS 7:30–7:45 p.m. EACH THURSDAY	Interpretative news comments by an international authority on current events, with particular insight into the leading personalities involved. When H. V. Kaltenborn sails for Europe on July 11, Elmer Davis, well-known newspaper correspondent, will be heard at this time.

	PROGRAM AND TIME	DESCRIPTION
	PRESS-RADIO NEWS *Various times* DAILY	The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news. Five-minute bulletins are broadcast periodically throughout the day.
SPECIAL EVENTS	WIMBLEDON TENNIS MATCHES 2:30–2:45 p.m. JULY 1, 2 and 3	Bill Tilden, one of tennis' great names, will cover the all-England men's and women's championships at Wimbledon. Columbia's July schedule includes the last three days of the matches in which America's foremost contenders are participating.
	INDEPENDENCE DAY BROADCAST 2:00–2:30 p.m. JULY 4	The Liberty Bell will be sounded for the first time on a Fourth of July, and heard for the first time throughout the nation, in this special broadcast over CBS. An address by Harry W. Colmery, national commander of the American Legion, a dramatization and appropriate music complete this program from Philadelphia.
	OXFORD-CAMBRIDGE TRACK MEETS *Hours to be announced* JULY 10 and JULY 19	The combined Oxford and Cambridge track team meet with Yale-Harvard will be described by Ted Husing from Soldiers' Field in Cambridge, Mass., on July 10. Their clash with Princeton-Cornell will be broadcast from Palmer Stadium on July 19.

	PROGRAM AND TIME	DESCRIPTION
SPECIAL EVENTS *(Continued)*	AMERICAN CUP RACES *Hour to be announced* JULY 31	The opening day of the American C Races will be announced by Ted Husi from Newport on July 31. Sherman Ho international authority and participant last Vanderbilt Cup Races, will assist hi
	DAVIS CUP MATCH *Hour and date to be announced*	Columbia will carry a trans-Atlantic broa cast of the final European match in t Davis Cup competition in which the Unit States is scheduled to play against Germa
EDUCATIONAL SERIES	OUR AMERICAN NEIGHBORS 5:00–5:30 p.m. EACH SUNDAY	Twenty-two Latin and South Americ countries are being honored in this ser broadcast to both Americas by Columbi short and long wave facilities. Vincent So conducts the orchestra, guest soloists de cate selections, and talks are given about honored countries. Tributes will be paid these countries in July: JULY 4: Chile and Bolivia. JULY 11: Cuba. JULY 18: Central America—Costa Rica a d Guatemala. JULY 25: Mexico.
	NEW YORK ACADEMY OF MEDICINE 4:45–5:00 p.m. EACH WEDNESDAY	Medical talks for the layman are schedu d for this series with the cooperation of e New York Academy of Medicine. The ph icians invited to speak are authorities on t ir subjects. The month's guests and subje :

	PROGRAM AND TIME	DESCRIPTION
CATIONAL SERIES	NEW YORK ACADEMY OF MEDICINE 4:45–5:00 p.m. EACH WEDNESDAY	JULY 7: Dr. Armitage Whitman, Associate Professor of Orthopedic Surgery, Post Graduate Hospital: "Osteomyelitis." JULY 14: Dr. Walter C. Klotz, director of Out-Patient Department, New York Hospital: "The Modern Hospital." JULY 21: Dr. Foster Murray, director of Tuberculosis Division, Kingston Ave. Hospital, Brooklyn: "Tuberculosis." JULY 28: Dr. Milton Benjamin Rosenbluth, Visiting Physician, Third Division, Bellevue Hospital: "Modern Methods in Control of Pneumonia."
	SCIENCE SERVICE 5:15–5:30 p.m. EACH TUESDAY	The Science Service Association of Washington, D. C., cooperates in scheduling these talks on the current developments and past contributions of science. This month the guests will be: JULY 6: Dr. Waldo H. Dubberstein, Oriental Institute of the University of Chicago: "Babylonians—Fathers of Science." JULY 13: Dr. H. C. Dickinson, National Bureau of Standards: "Four Rules of the Road." JULY 20: Dr. Gerald Wendt, director of the American Institute of the City of New York: "Scientists of the Future." JULY 27: To be announced.

EDUCATIONAL SERIES

(Continued)

PROGRAM AND TIME	DESCRIPTION
STORY OF INDUSTRY 3:30–3:45 p.m. EACH SATURDAY	The development of the United States depicted in the growth of our great ind tries by Henry R. Daniel. The U. S. Depa ment of Commerce schedules the talks. M Daniel will discuss this month: JULY 3: Machine Tool Manufacturing dustry. JULY 10: Radio Manufacturing Industry. JULY 17: Ceramics Industry. JULY 24: Naval Stores Industry. JULY 31: Asphalt Industry.
ADVENTURES IN EXPLORATION 5:45–6:00 p.m. EACH TUESDAY	This new series of first-hand, vivid accou s of exploration in many lands, begins Jul . Collaborating with Columbia will be e Museum of Natural History Magazine a d the Junior History Magazine, the memb s of whose staffs will relate unusual adv tures of scientific expeditions. JULY 6: "Dragon of Komodo." JULY 13: "Stalking the Giant Gorilla." JULY 20: "Sea Serpents, Real and Imagina " JULY 27: "Salt, Builder of Empire."
DRAMAS OF DENTISTRY 4:15–4:30 p.m. MONDAY, JULY 12 TUESDAY, JULY 13 WEDNESDAY, JULY 14	In conjunction with the convention of e American Dental Association at Atla c City during July, the University Broadc t- ing Council of Chicago has prepared th e programs dramatizing the high points n the progress of the science of dentistry.

	PROGRAM AND TIME	DESCRIPTION
UCATIONAL SERIES	YOUR GARDEN AND MINE 10:00–10:15 a.m. EACH SATURDAY	Ruth Cross, author and authority on gardening, conducts this series of advice and suggestion to amateur and experienced gardeners. Occasional guest speakers appear on the programs.
	NATIONAL EDUCATIONAL ASSOCIATION 6:15–6:30 p.m. THURSDAY, JULY 1	The last in a series of four broadcasts from the convention of the N.E.A. at Detroit. Mr. Belmont Farley interviews various delegates on the leading issues discussed by the convention.
ERSONALITIES	MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.–12:30 p.m. EACH SUNDAY	Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his twelfth consecutive year as paterfamilias of his Capitol Family. The Family is assisted by guest stars in the presentation of this informal musical program.
	DR. HARRY HAGEN 4:00–5:00 p.m. EACH SUNDAY	Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters.
	TED MALONE 10:30–11:00 a.m. MONDAY THRU FRIDAY	Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

	PROGRAM AND TIME	DESCRIPTION
PERSONALITIES *(Continued)*	COLONEL JACK MAJOR 3:00–3:30 p.m. EACH MONDAY	Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher, young Colonel Jack Major also acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra and guest performers.
	RICHARD MAXWELL 9:30–9:40 a.m. MONDAY, TUESDAY, WEDNESDAY, FRIDAY 10:15–10:30 a.m. EACH SATURDAY	Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928.
	MONTANA SLIM 2:30–2:45 p.m. MONDAY, WEDNESDAY, FRIDAY	Out of a repertoire of 700 cowboy songs Montana Slim, "The Singing Cowboy," can claim 400 as his own compositions. An authentic old cow-hand, he learned his trade on Canadian ranches.
RELIGIOUS BROADCASTS	CHURCH OF THE AIR 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The "Church of the Air" is conducted each Sunday morning and Sunday afternoon. Following are the guests for July. JULY 4: Morning: Mr. Lowell Filmore, editor of "The Unity Weekly," Unity School of Christianity, Kansas City, Missouri. Afternoon: Reverend Vincent Mooney, director of Youth Bureau, National Catholic Welfare Conference, Washington, D. C. JULY 11: Morning: Reverend Reed F. Landis, First Congregational Church

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS ROADCASTS	CHURCH OF THE AIR 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	of Germantown, Philadelphia. Afternoon: Mr. George Channing, Christian Science Committee on Publication for Northern California, San Francisco. JULY 18: Morning: Reverend G. Warfield Hobbs, D.D., Executive Secretary of National Council of the Protestant Episcopal Church, New York City. Afternoon: Rabbi Max Drob, Concourse Center of Israel, New York City. JULY 25: Morning: Reverend William L. Stidger, Church of All Nations, Boston. Afternoon: Reverend Jordan Loiselle, C.P., Passionist Monastery, Jamaica, Long Island.
HILDREN'S PROGRAMS	SUNDAY MORNING AT AUNT SUSAN'S 9:00–9:55 a.m. EACH SUNDAY	Informal weekly visits with fictional characters written by Nila Mack. Concert music, songs, news and guests make up a children's show which appeals to the whole family. Guests for this month include: JULY 4: Jack Melville, former Canadian bushman, will talk on the "Importance of Respecting a Canoe" and other phases of camp-life. JULY 11: Richard Blondell, noted storyteller, has a group of unusual yarns. JULY 18: Frank Guhnay, a Thlinket Indian, will tell more legends of the red-man. JULY 25: Cameron King, prominent water-sports commentator, tells "Stories of the Seven Seas."

	PROGRAM AND TIME	DESCRIPTION
CHILDREN'S PROGRAMS *(Continued)*	LET'S PRETEND 10:30–11:00 a.m. EACH SATURDAY	The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are: JULY 3: "Brother and Sister." JULY 10: "Bushy Bride." JULY 17: "Dick Whittington and His Cat." JULY 24: "Bronze Mountain." JULY 31: "Enchanted Canary."
	FUNNY THINGS—NORA STIRLING 5:45–6:00 p.m. EACH MONDAY, WEDNESDAY, FRIDAY	Little-known information about well-know things is revealed by Nora Stirling in thi series of curious facts for curious children Some of the facts for July will concern th age of our flag, the origin of fireworks, an so on through an interesting list.
LIGHT MUSIC	"BLUE VELVET MUSIC"—MARK WARNOW 10:30–11:00 p.m. EACH TUESDAY	Originated and conducted by Mark Warnow this new series of "Blue Velvet Music" fea tures Hollace Shaw, guest stars, nove arrangements of classics, classic versions o popular pieces, and a group of "Tun Teasers" for listeners' solution. Guests fo the month are: JULY 6: Del Casino, lyric tenor. JULY 13: The Symphonettes Trio. JULY 20: Jack Shannon, tenor. JULY 27: The Four Stars, girls' quartette.
	SATURDAY NIGHT SWING CLUB 8:00–8:30 p.m. EACH SATURDAY	The rhythm clan gathers at a new hour du ing July. Duke Ellington, Tommy Dorse Leith Stevens, the Raymond Scott Quinte Billie Howard and many others are sche uled to appear in these lively sessions.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC	SONG TIME 7:15–7:30 p.m. MONDAY THRU SATURDAY	These new vocal periods feature two outstanding CBS artists daily in novel song presentations. The Saturday period originates from Columbia's KNX, the others from WABC. MONDAY: Hollace Shaw and Ray Heatherton. TUESDAY: Ruth Carhart and Bill Perry. WEDNESDAY: Patti Chapin and Howard Phillips. THURSDAY: Doris Kerr and Russell Dorr. FRIDAY: Gogo Delys and Jack Shannon. SATURDAY: Maureen O'Connor and Buddy Clark.
	HOLLYWOOD SHOW CASE 9:30–10:00 p.m. EACH SATURDAY	Lud Gluskin and his Orchestra will be starred in a glamorous new series to be heard from the West Coast, starting July 17. He will be assisted by outstanding guest personalities.
	THEATRE MATINEE 3:00–3:30 p.m. EACH TUESDAY AND THURSDAY	This variety show features Doris Kerr, the Symphonettes, Helen Board, Art Gentry, the Four Stars and other Columbia favorites.
	DEAR COLUMBIA 9:00–9:30 a.m. EACH TUESDAY	Radio listeners' requests for songs and selections old and new are gratified on this program by an orchestra under Harry Simeone's direction and by guest vocalists.

LIGHT MUSIC *(Continued)*

PROGRAM AND TIME	DESCRIPTION
MUSIC IN THE AIR 9:00–9:30 a.m. EACH WEDNESDAY	The smooth melodies of Leith Stevens' Or chestra are featured on this morning musi cale. Special arrangements, the voices o Helen Board and Howard Phillips, and th violin of Buddy Sheppard help to star the day.
RUTH AND BILL 10:45–11:00 a.m. EACH MONDAY, WEDNESDAY, FRIDAY	Ruth Carhart and Bill Perry present a pro gram of light romantic airs. Musical accom paniment is conducted by Harry Simeone
METROPOLITAN PARADE 9:00–9:30 a.m. EACH MONDAY AND FRIDAY	This early morning variety show includes th songs of Margaret McCrae, Bob Gibson, th Eton Boys, and pianist-whistler Bob Byro
MANHATTAN MATINEE 3:00–3:30 p.m. EACH WEDNESDAY	This musical series featuring songs, past an present, of the Big City. Jeannine Mac Jack Shannon and other Columbia artis are soloists.
DOWN BY HERMAN'S 3:00–3:30 p.m. EACH SATURDAY	From Columbia's station WISN in Mi waukee comes a network favorite, this mus cal German beer-garden. Its range is al inclusive — robust and sentimental song concert and popular music.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
DALTON BROTHERS, ETON BOYS, FOUR STARS AND SONG STYLISTS *Various hours*	These harmony groups are featured on the Columbia network throughout the week. Each has a distinctive vocal style and all are rapidly gaining in popularity with CBS listeners.
DEL CASINO 5:00–5:15 p.m. EACH TUESDAY 6:00–6:15 p.m. EACH WEDNESDAY	This rising young singer acts as announcer and master of ceremonies on his stylized programs of modern songs. Last month he was honored as "Ambassador of Song" of the Pan-American Exposition.
PATTI CHAPIN 6:00–6:15 p.m. EACH THURSDAY 10:45–11:00 p.m. EACH SATURDAY	Patti Chapin gained her experience and individual style on Columbia's station WPG in Atlantic City. Since then she has continued to increase her following by her interpretations of popular tunes.
HOWARD PHILLIPS 6:00–6:15 p.m. EACH MONDAY AND FRIDAY	The rich baritone voice of Howard Phillips is heard in novel versions of current favorites and in renditions from the concert repertoire.
DANCE ORCHESTRAS 11:00 p.m.–1:00 a.m. MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Glen Gray, Tommy Dorsey, Gus Arnheim, Bunny Berigan, Ted Lewis, Jay Freeman, Jan Garber, George Hamilton, Frank Dailey and Bert Block are among those presented by CBS.

ADDENDA: JUNE PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following list of *June* programs which were arranged too late for inclusion in last month's issue of this booklet.

JUNE 11: Senora K. de Carreras presented "The Women's Viewpoint of the Spanish War Front," 4:00–4:15 p.m. Marvin K. Hart prophesied "The Coming Slavery," 10:45–11:00 p.m.

JUNE 15: General Hugh S. Johnson analyzed "The Black-Connery Labor Relations Bill," 1:30–1:45 p.m.

JUNE 16: A. A. Berle, Jr., Evans Clark and Merrill Denison participated in a symposium on "How Profitable Is Big Business?" 10:45–11:00 p.m.

JUNE 17: Robert W. Horton, Washington correspondent, reported on the Senate Finance Committee Hearing. 4:15–4:30 p.m.

JUNE 18: Henry H. Dinsmore described "Ten Days That Shook the Traveler," 10:45–11:00 p.m. Guy C. Helvering and Vincent M. Miles outlined "Your Opportunity for Security," 11:15–11:30 p.m.

JUNE 19: A memorial tribute to the late Sir James M. Barrie was paid by William C. Lengel, 4:15–4:30 p.m.

JUNE 20: Governor Blanton Winship discussed "Puerto Rican Affairs," 1:30–1:45 p.m. Edgard Mowrer described "The Situation in Europe Today," 1:45–2:00. Fumitaka Konoye was interviewed by Bob Trout of the CBS staff, 2:15–2:30 p.m. From Columbia's station KNX in Los Angeles, a special interview with the three Soviet fliers was conducted by General George Marshal and Ambassador A. A. Troyanovski, 10:45–11:15 p.m.

JUNE 21: The Shrine Chanters Chorus presented a choral program from the

Shriners' Convention, 11:15–11:30 a.m. Dr. Shirley W. Wynne advocated "A Camping Experience for Every Child," 4:15–4:30 p.m. A. Copeland Calles, president of Kiwanis, discussed "Kiwanis Today," 6:15–6:30 p.m.

JUNE 23: From the annual convention of librarians in New York, Milton J. Ferguson spoke on "Modern Trends in the North American Library," 5:15–5:30 p.m. John Elmer, newly-elected president of the National Association of Broadcasters, delivered an address, 10:45–11:00 p.m.

JUNE 25: The American Bar Association held a debate on the subject, "Shall We Change the Supreme Court?", 6:00–6:15 p.m. Lamar Hardy described the evils of "The Narcotic Racket," 10:45–11:00 p.m.

JUNE 26: Dowager Queen Mary, in a rare radio appearance, was heard with the Archbishop of Canterbury in the cornerstone ceremonies at the Church House, Westminster Abbey, 9:55–10:30 a.m. Arvid Samuelson's A Capella Singers presented a special musical program, 2:15–2:30 p.m.

JUNE 27: A round-table discussion was held by the Fair Play League on "The Voice of Tolerance," 1:30–2:00 p.m. A salute to WRVA, the Richmond, Virginia, station which has just joined the Columbia network, was rendered by the cast of the musical comedy success, "Babes in Arms," 8:00–8:30 p.m.

JUNE 28: Dr. Stephen S. Wise spoke at the celebration of the fortieth anniversary of the Zionist Movement, 6:15–6:30 p.m. Premier Van Zeeland of Belgium, newly arrived in America, addressed the nation over CBS, 6:45–7:00 p.m. Burns Mantle, veteran dramatic critic, discussed "Broadcasting the Dramas of William Shakespeare," 7:15–7:30 p.m.

JUNE 29: Mary R. Beard, historian and economist, spoke from the N.E.A. convention at Detroit on "Society's Interest in Human Values," 6:45–7:00 p.m.

JUNE 30: Stuart Chase, author and economist, spoke on current problems from the N.E.A. convention, 6:15–6:30 p.m. Merrill Denison interviewed Helen Hall and Dr. J. F. Dewhurst on "Old Age Security," 10:45–11.00 p.m.

ACE

UNT JENNIE'S REAL LIFE

RTS RESUME—PAUL DOUGLAS • STORY OF TH

SISTER • CASANDRA • ACADEMY OF MEDICINE • AL PEARCE AND

ERS HOLLYWOOD • CURRENT QUESTIONS BEFORE CONGRESS • GOOD AFTERNOON

D ALICE FAYE • HOLLYWOOD OBSERVER WITH DEL CASINO AND RAY BLOCK'S ORCHESTRA •

INUTE MYSTERIES • TA • JACK BERCH AND MARK WARNOW'S ORCHESTRA •

T MILKY WAY • PICK CABINET OF THE UNITED STATES •

ATTERGOOD BAINES DIO GAZETTE • GA

TO MAN SPORTS REVIEW MARGE • CHURCH

PEARCE AND HIS GANG • AUNT JENNIE'S REAL UR GAL SUNDAY •

K AND LORETTA • JACK BERCH AND MARK WARNOW'S ORCHESTRA E HEIDT AND HIS

EEN FRIEND • SPORTS RÉSUMÉ—PAUL DOUGLAS • STORY OF THE SONG • YOUR UNSEEN FRIEN

NNIE PRESENTS RUSS MORGAN'S ORCHESTRA, CHARLES MARTIN'S CIRCUMSTANTIAL EVIDENCE

Y • PICK AND PAT IN PIPE SMOKING TIME • ROMANCE OF HELEN TRENT • SCATTERGOOD

MAN SPORTS REVIEW • MINUTE MYSTERIES • MYRT AND MARGE • NEAL O'HARA'S RADI

DRAMAS OF THE BIBLE • LLOYD PANTAGES COVERS HOLLYWOOD •

OBSERVER, WITH DEL CASINO AND RAY BLOCK'S

AL KEMP AND ALICE FAYE •

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SONG TIME • SUMMER STARS, WITH HARRY VON ZELL AND OSCAR BRADLEY'S
NE KING'S ORCHESTRA • YOUR HIT PARADE • YOUR TRUE ADVENTURES, WITH FLOYD GIBBO
KERS PRESENT G
ORACE HEIDT AND HIS BRIGADIERS • JOHNNIE PRESEN
OF THE AIR • CO
C. HILL IN "YOUR NEWS PARADE"
AY • HENRY IV •
GANG BUSTERS WITH
NES • BOAKE CARTER •
COLUMBIA SHAKESPE
MEDAL FEATURE HOUR • HAL KEMP AND ALICE
COLUMBIA WORKSHO
• GRANT PARK CONCERTS • MAJOR BOWES' AMATEUR HOUR •
CAVALCADE OF AME
THE MARCH OF TIME • THE TAMING OF THE SHREW • TWELFTH NIGHT • UNIVERSAL RHYTH
SWING SCHOOL WITH BENNY GOODMAN'S ORCHESTRA • TEXACO TOWN STARRING ELLA
WARNOW'S BLUE VELVET MUSIC • MILTON BERLE, WENDELL HALL, ANDY SANELLA'S ORCHES
QUIZ • SATURDAY NIGHT SWING CLUB • "SECOND HUSBAND" STARRING HELEN MEN
STADIUM CONCERTS OF THE PHILHARMONIC-SYMPHONY ORCHE
VE BEAUTY BOX THEATRE • PHILLIPS POLY FOL
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AUGUST 1937

published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

COLUMBIA NETWORK ADVERTISERS

Columbia Network clients and their products, as of August 1, 1937, are here indexed by industries. On the following pages they are listed alphabetically by name, with product, program title and talent, broadcasting time†, advertising agency, and the total number of weeks each advertiser has used CBS facilities.

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AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes
BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION	Banking Service
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BROWN & WILLIAMSON TOBACCO CORP.	Sir Walter Raleigh Tobacco, Avalon Cigarettes

†Columbia Pacific Network Only
††Columbia New England Network

PROGRAM	TIME	AGENCY	ON CBS*
e Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	190 Weeks
r Gal Sunday *Serial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		18 Weeks
r Gal Sunday *Serial drama*	Thurs. and Fri. 12:45–1:00 p.m.		164 Weeks
mmerstein Music Hall with d Hammerstein as MC, cy Laughlin, Jerry Mann *Variety and guest stars*	Friday 8:00–8:30 p.m.		312 Weeks
our Hit Parade", with ter Van Steeden's Orchestra *Popular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	65 Weeks
cky Strike Presents win C. Hill in "Your News rade" *News commentator*	Mon. thru Fri. 12:15–12:30 p.m. Rebr. 2:30– 2:45 p.m.		
m Hayes *News broadcast*	†Sun. thru Fri. 10:00–10:15 p.m. PST	Charles R. Stuart	8 Weeks
ur Unseen Friend *Dramatizations*	Tuesday 10:00–10:30 p.m.	Albert Frank-Guenther Law, Inc.	43 Weeks
al O'Hara's Radio Gazette *News broadcast*	††Mon., Wed., Fri. 7:30–7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	5 Weeks

*The figures indicate the total number of weeks
n which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream Palmolive Soap Super Suds and Concentrate Super Suds Colgate Dental Powder and Rapid Shave Cream
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess C e

PROGRAM	TIME	AGENCY	ON CBS*
ollywood Hotel with rry Cooper, Frances Langford, nne Jamison, Igor Gorin and ymond Paige and his Orchestra *Comedy, music and guest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	143 Weeks
en Murray, with "Oswald", nnie Bennett, Marlyn Stuart, d Lud Gluskin's Orchestra *Comedy and popular music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30–12:00 Mid.		
ajor Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	73 Weeks
ang Busters with Phillips Lord *Police-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	81 Weeks
almolive Beauty Box Theatre, ith Jessica Dragonette and harles Kullman *Operetta and light music*	Wednesday 9:30–10:00 p.m.		81 Weeks
yrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. Rebr. 4:00–4:15 p.m.		74 Weeks
our True Adventures, with loyd Gibbons *Dramatizations*	Thursday 10:00–10:30 p.m.		30 Weeks
retty Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. Rebr. 4:15–4:30 p.m.	Benton & Bowles, Inc.	125 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford and Lincoln Motor Car and Lincoln Zephyr
GENERAL BAKING COMPANY	Bond Bread
GENERAL MILLS, INC.	Wheaties, Bisquick, Gold Me l Kitchen-Tested Flour and Soft ilk

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
achelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	135 Weeks
avalcade of America, on Voorhees' Orchestra *Musical*	Wednesday 8:00–8:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	107 Weeks
ood Afternoon Neighbor, with om Breneman and orchestra. *Serial drama and music*	†Tues. and Fri. 2:45–3:00 p.m. PST	Botsford, Constantine & Gardner	46 Weeks
ck Berch and His Boys *Vocalist with orchestra*	Mon., Wed., Fri. 9:30–9:45 a.m.	Young & Rubicam, Inc.	115 Weeks
niversal Rhythm, with Rex handler's Orchestra and Chorus, ichard Bonelli, Alec Templeton, arolyn Urbanek, and Frank rumit, MC *Musical*	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	182 Weeks
l Pearce and His Gang in atch the Fun Go By *Comedy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12–12:30 a.m.		
ond Bakers Present uy Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	342 Weeks
old Medal Feature Hour *Serial dramas, Hollywood news,* *Hymns of All Churches*	Mon. thru Fri. 1:00–2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	334 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GILLETTE SAFETY RAZOR CO.	Gillette, Probak and Valet Aut Strop Safety Razors and Blade
GROUP OF AMERICAN BANKS	Banking Service
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	57 Varieties
KIRKMAN & SON, INC.	Kirkman's Soap
A. J. KRANK COMPANY	Krank's Lather-Kreem, Lemo Cream, Honey Rose Cream, a Keen Tan
LADY ESTHER COMPANY	Cosmetics

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
ilton Berle, Wendell Hall, Andy nnella and His Orchestra *Variety and comedy*	Sunday 8:00–8:30 p.m. Rebr. 11:00–11:30 p.m.	Ruthrauff & Ryan, Inc.	47 Weeks
odern Symphonics, under the rection of Ferde Grofé *Semi-classical and modern music*	Friday 10:00–10:30 p.m.	The Wessel Company	37 Weeks
mmer Stars, with Harry Von ll, Master of Ceremonies; scar Bradley's Orchestra and est artists *Variety show*	Sunday 7:30–8:00 p.m.	Young & Rubicam. Inc.	181 Weeks
einz Magazine of the Air, with A. Rolfe's Orchestra and ed Kennedy *Serial drama, guest speakers, music*	Mon., Wed., Fri. 11:00–11:30 a.m. Rebr. 3:00–3:30 p.m.	Maxon, Inc.	73 Weeks
ck and Loretta *Songs and Patter*	Mon. thru Fri. 2:15–2:30 p.m.	N. W. Ayer & Son, Inc.	12 Weeks
inute Mysteries *Dramatizations*	Tuesday 11:15–11:30 p.m.	McCord Co., Inc.	9 Weeks
oyd Pantages Covers Hollywood *Hollywood Comment and Gossip*	†Thursday 7:15–7:30 p.m. PST	Milton Weinberg Advertising Company	9 Weeks
ayne King's Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Stack-Goble Advertising Agency	199 Weeks

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CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Rinso
	Spry
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields & Granger Toba
LOS ANGELES SOAP COMPANY	White King Soap
NASH-KELVINATOR CORPORATION	Kelvinator Refrigerators
NOXZEMA CHEMICAL COMPANY	Noxzema Medicated and Shaving Creams

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
Big Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.	Ruthrauff & Ryan, Inc.	46 Weeks
Aunt Jennie's Real Life Stories *Dramatic*	Mon. thru Fri. 11:45 a.m.–12 noon Rebr. 2:15–2:30 p.m.		28 Weeks
Andre Kostelanetz and Frank Parker *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	236 Weeks
Hal Kemp and Alice Faye *Popular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		
Sports Résumé—Paul Douglas *Baseball Scores*	Mon. thru Sat. 6:35–6:45 p.m.		15 Weeks
Gus Edwards' School Days *Comedy and Music*	†Monday 8:30–9:15 p.m. PST	Barnes-Chase Company	2 Weeks
Professor Quiz *Questions and answers*	Saturday 9:00–9:30 p.m. Rebr. 12:00–12:30 a.m.	Geyer, Cornell & Newell, Inc.	21 Weeks
Hollywood Observer, with Del Casino and Ray Block's Orchestra *Comment and music*	Mon. and Fri. 7:30–7:45 p.m.	Ruthrauff & Ryan, Inc.	11 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PET MILK SALES CORP.	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels and Prince Albert Toba
STERLING PRODUCTS, INC.	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS
he Pet Milky Way with Mary Lee aylor, home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3–3:15 p.m.	Gardner Advertising Company	199 Weeks
oake Carter *News commentator*	Mon., Wed., Fri. 7:45–8:00 p.m. Rebr. 11:15–11:30 p.m.	Hutchins Advertising Co., Inc.	315 Weeks
ohnnie Presents Russ Morgan's rchestra, Charles Martin's Cir-umstantial Evidence Thrill, Phil uey and mixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.	The Biow Company, Inc.	25 Weeks
hillips Poly Follies with l Roth's Orchestra *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	62 Weeks
ews Through a Woman's Eyes—athryn Cravens *News comments and interviews*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	90 Weeks
wing School, with enny Goodman's Orchestra *Swing music and guest stars*	Tuesday 9:30–10:00 p.m.	William C. Esty & Company, Inc.	213 Weeks
"Second Husband" starring elen Menken *Serial drama*	Tuesday 7:30–8:00 p.m.	Blackett-Sample-Hummert, Inc.	1 Week

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
STEWART-WARNER CORPORATION	Radios. Alemite, Refrigerators
SYLMAR PACKING CORP.	Canned Olives, Fig Jam, Pimen Figs, Watermelon Rind
TABLE PRODUCTS, INC.	Duchess Salad Dressing
THE TEXAS COMPANY	"Texaco" Products
TIME, INC.	Time and Life
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
lorace Heidt and His Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	125 Weeks
asandra	†Tuesday 5:00–5:30 p.m. PST	Pacific Market Builders	9 Weeks
letcher Wiley	†Mon. and Thurs. 3:45–4:00 p.m. PST	Lord and Thomas	8 Weeks
exaco Town, Starring Ella Logan nd Igor Gorin, with Pinky Tomlin nd Eddie Stanley; Jimmy Vallington, MC *Comedy and music*	Sunday 8:30–9:00 p.m. Rebr. 12:00–12:30 a.m.	Buchanan and Company, Inc.	45 Weeks
he March of Time *News dramatizations*	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	127 Weeks
ick and Pat in Pipe Smoking Time ith Benny Krueger's Orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	113 Weeks
oetic Melodies *Poetry readings and light music*	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff. Inc.	270 Weeks
cattergood Baines *Serial drama*	†Mon. thru Fri. 8:00–8:15 p.m. PST		

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PROGRAMS "BY COLUMBIA"

These programs *"by Columbia"* for the month of August are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here must be accepted as tentative. As new programs arise from events on the world-front, dates and times of broadcast, in many cases, are subject to some change. These changes are generally listed in the local newspapers, with which all day-to-day Columbia program schedules should be checked.

For your convenience, the Columbia Network programs listed on the following pages are grouped in these nine classifications:

1. DRAMATIC SERIES . . . . *Page 19*
2. SERIOUS MUSIC . . . . . *Page 21*
3. PUBLIC AFFAIRS . . . . . *Page 27*
4. SPECIAL EVENTS . . . . . *Page 30*
5. EDUCATIONAL PROGRAMS . *Page 32*
6. PERSONALITIES . . . . . . *Page 34*
7. RELIGIOUS BROADCASTS . *Page 36*
8. CHILDREN'S PROGRAMS . . *Page 37*
9. LIGHT MUSIC . . . . . . *Page 38*

ADDENDA: JULY PROGRAMS . . . *Page 41*

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	THE COLUMBIA SHAKESPEARIAN CYCLE 9:00–10:00 p.m. EACH MONDAY	Brilliant new radio interpretations o Shakespeare's characters are presented b casts of leading stage and screen actors i rôles new to them, yet exactly suited to tl dramatic qualities they can bring to radi Brewster Morgan, Columbia director, pr duces the Cycle, Victor Bay is musical dire tor, and Conway Tearle acts as narrator.
	"THE TAMING OF THE SHREW" AUGUST 2	EDWARD G. ROBINSON . . . . . Petruch FRIEDA INESCOURT . . . . Katheri CHARLES BROWN . . . . . Christopher S Adaptation by GILBERT SELDES
	"KING LEAR" AUGUST 9	THOMAS MITCHELL . . . . King Le MORRIS ANKRUM . . . . Edg Adaptation by ARCHIBALD MACLEISH
	"AS YOU LIKE IT" AUGUST 16	FRANK MORGAN . . . . Jaq *(and a supporting cast to be announced)*
	"HENRY IV" AUGUST 23	WALTER HUSTON . . . . King Her BRIAN AHERNE . . . . Prince H WALTER CONNOLLY . . . . Falst HUMPHREY BOGART . . . . Hotsp
	"TWELFTH NIGHT" AUGUST 30	TALLULAH BANKHEAD . . . . Vi HELEN MENKEN . . . . Oli SIR CEDRIC HARDWICKE . . . . . Malvo ORSON WELLES . . . . Duke Orsi ESTELLE WINWOOD . . . . Ma

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	THE COLUMBIA WORKSHOP 7:00–7:30 p.m. EACH SUNDAY	Unusual radio dramas, employing the latest broadcasting techniques, are presented in experiments to widen the scope of the art. The series is under the direction of Irving Reis. During August the Workshop presents five experimental plays.
	YOUR NECK O' THE WOODS 10:30–11:00 p.m. EACH MONDAY	Carl Carmer, author, story-teller and authority on folk lore and fancy, writes and acts as narrator of these dramatizations of the legends of our States. AUGUST 2: New Hampshire. AUGUST 9: Pennsylvania. AUGUST 16: Nebraska. AUGUST 23: West Virginia. AUGUST 30: Vermont.
	LIVING DRAMAS OF THE BIBLE 2:30–3:00 p.m. EACH SUNDAY	Old Testament literature dramatized in a more contemporary idiom, while retaining the full values of the best Bible stories. AUGUST 1: Hezekiah and Sennacherib. AUGUST 8: The Shunnamite Women. AUGUST 15: Destruction of Jericho. AUGUST 22: Jephthah. AUGUST 29: Sodom and Gomorrah.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	EVERYBODY'S MUSIC 3:00–4:00 p.m. EACH SUNDAY	Howard Barlow and the Columbia Symphony Orchestra perform fine music for th layman. Henry M. Neely, radio's "Ol Stager," acts as commentator. World premiere of the six American works writte especially for radio through the *Columbi Composers Commission* take place on thi series. AUGUST 1: An hour of music from Moussorsky's "Boris Godounoff" sung i English by a cast headed by Sido Belarsky as Boris, Raoul Nadeau a Varlaam and Charles Haywood as th Simpleton. AUGUST 8: Haydn's "Clock" Symphony an the premiere performance of the "Tim Suite for Radio" by Roy Harris, fourt *Columbia Composers Commissio* work. The "Time Suite" has six mov ments, dedicated to Broadway, Religion, Youth, Communication and Tran portation, Philosophy. AUGUST 15: Paul Lemay is guest conduct of a Mendelssohn program, with th "Fingal's Cave" Overture and th "Scotch Symphony. AUGUST 22: Dr. Hans Kindler, head of th National Symphony Orchestra, is gue conductor. AUGUST 29: Howard Barlow returns t direct Mozart's Overture to "The Al duction from the Seraglio," Sibelius Symphony No. 4 and the "Empero waltz by Strauss.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	LEWISOHN STADIUM CONCERTS PHILHARMONIC-SYMPHONY ORCHESTRA 10:00–11:00 p.m. SUNDAYS, THROUGH AUGUST 15	The most famous of America's *al fresco* concerts, featuring the Philharmonic-Symphony Orchestra, is an exclusive CBS presentation from the Lewisohn Stadium at the College of the City of New York. AUGUST 1: George King Raudenbusch conducts a program of music inspired by the plays of Shakespeare: the Overture to Nicolai's "Merry Wives of Windsor" and the Mendelssohn incidental music for "A Midsummer Night's Dream." AUGUST 8: Willem van Hoogstraten, whose appearances at the Stadium are a seasonal tradition, directs the Overture to Weber's "Oberon," Abert's orchestration of a Prelude and Fugue from Bach's "Well Tempered Clavichord," and Beethoven's Fifth Symphony. AUGUST 15: Mr. Van Hoogstraten concludes the Stadium's radio season with the Overture to Mozart's "Marriage of Figaro" and Schubert's Fifth Symphony.
	JACQUES JOLAS 7:30–8:00 p.m. EACH SUNDAY	This young American pianist continues his series on "The Bases of Piano Literature" as a presentation of the *Columbia Concert Hall.* AUGUST 7: Brahms, Schumann and Liszt selections. AUGUST 14: An all Chopin program. AUGUST 21: An all Debussy program. AUGUST 28: An all Ravel program.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	STORY OF THE SONG 3:30–4:00 p.m. EACH TUESDAY	Outstanding artists present the world great songs. The guests this month: AUGUST 3: Lillian Knowles, contralto a Lansing Hatfield, baritone. AUGUST 10: Eva Gauthier, chanteuse. AUGUST 17: Maude Runyon, contralto a Frederic Baer, baritone. AUGUST 24: Mme. Gauthier. AUGUST 31: Rose Dirman, soprano a Conrad Mayo, baritone.
	BEREZOWSKI AND BAY 3:45–4:15 p.m. EACH WEDNESDAY	The brilliant young composer-violini Nicolai Berezowski, and the distinguish pianist, Emanuel Bay, will present th annual series of sonata recitals together a *Columbia Concert Hall* sequence. AUGUST 4: Schumann and Schubert. AUGUST 11: Richard Strauss. AUGUST 18: Brahms and Schubert. AUGUST 25: Faure.
	KREINER STRING QUARTET 3:00–3:30 p.m. EACH FRIDAY	The first radio cycle of all of Mozart's stri quartets is continued by the Kreiner Quart Edward Kreiner, viola; Sylvan Schulm and Joseph Gingold, violins; and A Schulman, 'cello.

PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC GUEST CONDUCTORS 8:00–9:00 p.m. EACH THURSDAY	This series presents gifted directors with the Columbia Concert Orchestra. Each conductor will include on his program one or more orchestral novelty. AUGUST 5: *Frederick Charles Adler Takes the Baton.* The conductor, who is founder of the Saratoga Festival, will play two world premieres of music commissioned for this year's festival: Harriet Payne's "Fantasy for Strings" and Gardner Read's Suite for String Orchestra, Opus 33a. Other works by Grieg, Orlando Gibbons and Mozart complete the program. AUGUST 12: *Philip James Takes the Baton.* Mr. James, who is on the music faculty of New York University, will conduct the Overture to "The Bat" by Strauss; Jarnefeldt's Berceuse; Haydn's Symphony No. 95 in C Minor; the "Dance Before the Ark" from Honegger's "King David" and Smetna's "The Moldau." AUGUST 19: *Dr. Hans Kindler Takes the Baton.* The conductor of the National Symphony Orchestra directs the Overture to Mozart's "Magic Flute," Schubert's Unfinished Symphony, a suite from "Le Roi S'Amuse" by Delibes and the Rimsky-Korsakoff "Capriccio Espagnole." AUGUST 26: *Fritz Mahler Takes the Baton.* A romantic program, details of which will be announced later.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
HAYDN SYMPHONIES 10:00–10:30 p.m. EACH FRIDAY	Music by this great master of the 18th cen tury will be presented each week, with th atmosphere of the period, by Paul Lemay starting August 13. The master's dignit and humor will be demonstrated in suc works as the "Surprise," "Drum Roll, "Farewell," "Toy" and "Horn Signal Symphonies.
THE COMPINSKY TRIO "OLD VS. NEW" 11:30 a.m.–Noon EACH SATURDAY	Manuel Compinsky, violinist; Alec Compin sky, 'cellist; and Sara Compinsky, pianis alternate classic music with modern musi for trio. On August 7 they will present tri by Willy Stahl, on August 14 by Brahm on August 21 by Alexander Tansman an on August 28 by Beethoven.
COLUMBIA UNIVERSITY CHOIR 4:30–5:15 p.m. WEDNESDAY, AUGUST 11	This Summer Session choir of 32 profe sional musicians from all over the Unite States will sing Purcell's Jubilate and T Deum in D Major. The program will b heard from St. Paul's Chapel at the Un versity.
YOUNG PRODIGIES 5:00–5:15 p.m. FRIDAY, AUGUST 13	Three child pianists will be presented fro three cities in serious compositions: Lau Topalian, aged 4, from WEEI in Bosto Mickey Epstein, aged 4, from WCAU i Philadelphia and Preble Donohoe, aged from WJSV in Washington.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
GRANT PARK CONCERTS 8:30–9:00 p.m. TUESDAYS, THROUGH AUGUST 24	These outdoor concerts, attended by some of America's greatest music audiences, are sponsored by the Chicago Park Board and Chicago Federation of Musicians. The Chicago Women's Symphony will play on August 3 and 10, Peter Cavallo and his Symphonic Band are scheduled for August 17, and on August 24 Roy Shields will conduct a symphony orchestra.
POP CONCERTS 3:30–4:00 p.m. EACH MONDAY	The Columbia Concert Orchestra is directed by Howard Barlow in shorter works for orchestra. Occasionally a soloist is featured, and the music is familiar and attractive.
MARGARET DAUM 6:00–6:30 p.m. EACH THURSDAY	From Columbia's station KMOX in St. Louis, where she is leading soprano of the St. Louis Municipal Opera Company for the summer, this young prima donna of the Metropolitan Opera Association presents favorite arias and songs.
CLYDE BARRIE 5:00–5:15 p.m. EACH MONDAY 5:15–5:30 p.m. EACH THURSDAY 3:45–4:00 p.m. EACH SATURDAY	Three times each week the rich baritone voice of Clyde Barrie is heard over Columbia. This outstanding young concert artist is presenting a regular broadcast schedule in addition to frequent appearances in recitals and with various orchestras.
U. S. ARMY BAND 4:30–5:00 p.m. EACH THURSDAY	Invigorating music in familiar and special arrangements is broadcast from the nation's Capitol by this noted military band.

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS	DEDICATION OF MONTFAUCON MONUMENT 10:00–11:00 a.m. SUNDAY, AUGUST 1	The Presidents of the United States an France speak on the dedication of th monument to fallen American soldiers a Montfaucon, France. President Roosevel talks from Washington, President Le Bru of France, General Pershing, Marsha Petain and Ambassador Bullitt talk fro Montfaucon.
	1937 WILLIAMSTOWN INSTITUTE OF HUMAN RELATIONS 4:30–5:00 p.m. AUGUST 30 AND 31	From the daily symposium of the Institut of Human Relations at Williams Colleg there will be two broadcasts this month o the topic, "Unifying Influences in a Demo racy." Arthur Krock, Sir Wilmot Lewi Frank Kent, Henry Haskell and Herbe Agar are among those who will participa in the discussions.
	NATIONAL RESEARCH COUNCIL 5:30–5:45 p.m. AUGUST 5, 12 AND 19	Members of the National Research Counc will discuss "New European Industri Frontiers" and their effects on America industry, in three talks. The first will given by Maurice Holland, director of t Council's division of engineering and i dustrial research.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
NATIONAL ASSOCIATION OF COST ACCOUNTANTS 4:15–4:30 p.m. AUGUST 4, 11, 18 and 25	The general topic of "The Effect on Your Pocketbook of New and Proposed Legislation" will be considered in two broadcasts by members of the National Association of Cost Accountants. The Robinson-Patman act, the Security Exchange Commission laws, the Wages and Hours Bill and Social Security Act will be discussed in particular.
THE CABINET OF THE UNITED STATES 10:30–11:00 p.m. EACH FRIDAY	The Attorney General and Secretaries of Commerce and Labor having been heard during July in discussions of the plans and progress of their governmental departments, the following Cabinet members will speak this month: AUGUST 6: Harry H. Woodring, Secretary of War. AUGUST 13: Henry A. Wallace, Secretary of Agriculture. AUGUST 20: Harold L. Ickes, Secretary of the Interior.
CURRENT QUESTIONS BEFORE CONGRESS *The House*—3:30–3:45 p.m. EACH WEDNESDAY *The Senate*—5:00–5:15 p.m. EACH THURSDAY	Members of the House of Representatives and of the Senate discuss, in separate weekly programs, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge of the issues discussed.

PUBLIC AFFAIRS *(Continued)*

PROGRAM AND TIME	DESCRIPTION
H. V. KALTENBORN 1:30–1:45 p.m. AUGUST 15	Recent winner of The Headliners Clu award for his radio reports from the Spai ish war front, H. V. Kaltenborn, veter CBS commentator, will speak from Par on "What I Saw in Spain."
THE FAR EAST 1:30–1:45 p.m. SUNDAY, AUGUST 1	Burton Crane, well-known correspond and former editorial associate of the *Jap nese Advertiser,* American newspaper Tokyo, tells "What's Behind the Chin Japanese War."
MERWIN K. HART 6:15–6:30 p.m. MONDAY, AUGUST 9	Merwin K. Hart, president of the New Yo State Economic Council, delivers a talk e titled "We Can Stop the Coming Slaver
ELMER DAVIS 7:30–7:45 p.m. EACH THURSDAY	Interpretative news comments on curre events by a well-known correspondent, wi particular insight into the leading person ities involved.
PRESS-RADIO NEWS *Various times* DAILY	The Associated Press, United Press and International News Service gather, and t Press-Radio Bureau edits, the latest ne Five-minute bulletins are broadcast peri ically throughout the day.

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
AMERICA'S CUP RACES Various hours AUGUST 2 THRU 7	Continuing its broadcasts of the America's Cup races between the "Ranger" and "Endeavour II" which began off Newport on July 31, CBS has scheduled 27 broadcasts during the week of August 2. There will be an average of five fifteen-minute periods daily each afternoon, during which Ted Husing, assisted by yachting authorities John Scott Hughes, Sherman Hoyt and others, will give eye-witness accounts of the races. One of the commentators will board the official committee boat, an exclusive CBS privilege, and others will view the races from the Coast Guard Cutter "Tahoe."
BANK HOLIDAY AT BRIGHTON, ENGLAND 12:00–12:15 p.m. MONDAY, AUGUST 2	Edward Murrow of the Department of Public Events' London Bureau will describe the colorful scene at Brighton, England's Coney Island, during the Bank Holiday. The custom of closing down on a Monday in August was established by English banks to give employees a week-end vacation. Murrow plans to mingle with the holiday crowds and interview typical characters on the scene.

SPECIAL EVENTS

(Continued)

PROGRAM AND TIME	DESCRIPTION
WIGHTMAN CUP MATCHES Various hours AUGUST 20 AND 21	The Wightman Cup women's tennis matc held every other year in England and Am ica alternately will be held this month Forest Hills, where Ted Husing will giv play-by-play account of the games.
NATIONAL DOUBLES TENNIS CHAMPIONSHIP Various hours AUGUST 23 TO 28	Francis T. Hunter, former internatio star, will describe the National Doul Tennis Championship matches from Longwood Cricket and Tennis Club, Ca bridge in exclusive CBS broadcasts.
NATIONAL AMATEUR GOLF CHAMPIONSHIP Various hours AUGUST 23 AND 28	The United States Amateur Golf Ch pionship matches at Portland, Oregon be described by Ted Husing in exclu CBS broadcasts. Paul White, director of Department of Public Events, will be hand to supervise the broadcasting.
MIDDLE TEMPLE HALL 1:30–1:45 p.m. SUNDAY, AUGUST 29	Dr. G. B. Harrison, Shakespearian scho will describe historic Middle Temple H where "Twelfth Night" was performe 1601, in a special broadcast from Lon The next evening the *Columbia Sh spearian Cycle* will present its own ver of "Twelfth Night" (see page 19).

CATIONAL
PROGRAMS

PROGRAM AND TIME	DESCRIPTION
OUR AMERICAN NEIGHBORS 5:00–5:30 p.m. EACH SUNDAY	Twenty-two Latin and South American countries are being honored in this series broadcast to both Americas by Columbia's short and long wave facilities. AUGUST 1: Colombia and Ecuador. AUGUST 8: Peru. AUGUST 15: *Central America*—Panama, Salvador, Nicaragua. AUGUST 22: *Island Republics*—Cuba, Haiti, Dominican Republic. AUGUST 29: Venezuela.
DRAMAS OF THE SKIES 5:45–6:00 p.m. EACH TUESDAY	This new series is sponsored by the American Museum of Natural History. Dorothy Bennett, assistant curator at the Hayden Planetarium, will be assisted by the Junior Astronomy Club in presenting dramatic accounts of the planetary systems. AUGUST 3: Broadcast from Mercury and Venus. AUGUST 10: Broadcast from the Moon. AUGUST 17: Broadcast from Mars. AUGUST 24: Broadcast from Jupiter, Saturn, and Outer Planets. AUGUST 31: A Journey Through Space.
STORY OF INDUSTRY 3:30–3:45 p.m. SATURDAYS, THRU AUGUST 14	The Department of Commerce concludes this series of talks by Henry R. Daniel with "Man's Fight Against Insects" on August 7 and "The Musical Instrument Industry" on August 14.

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS *(Continued)*	NEW YORK ACADEMY OF MEDICINE 4:45–5:00 p.m. EACH WEDNESDAY	Medical talks for the layman are schedule for this series with the cooperation of th New York Academy of Medicine. Th month's guests and subjects: AUGUST 4: Dr. Arthur F. Kraetzer, Medic Director of Knickerbocker Hospita "Facts and Fallacies about Food." AUGUST 11: Dr. Wallace Morrison, Clinic Professor of Rhinology, Polyclin Hospital: "The Eye and Ear of th Growing Child." AUGUST 18: Dr. Paul E. Bechet, Associa Professor of Dermatology and Syphi ology, New York Post Graduate Med cal School and Hospital: "Psoriasis.' AUGUST 25: Dr. William Goldring, Assis ant Professor of Medicine, New Yo University Medical College: "Hig Blood Pressure and Hardening of th Arteries."
	SCIENCE SERVICE 5:15–5:30 p.m. EACH TUESDAY	The Science Service Association of Washin ton, D. C., presents during August: AUGUST 3: Dr. R. Hanson Weightman the United States Weather Burea "Winds, from Trades to Tempests." AUGUST 10: Dr. James Forbes, Fordha University: "Those Ants." AUGUST 17: Dr. F. R. Moulton, Universi of Chicago: "Wonders of the Heavens AUGUST 24: Dr. Mandell Sherman, Unive sity of Chicago: "Adopted Children

RSONALITIES

PROGRAM AND TIME	DESCRIPTION
MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.–12:30 p.m. EACH SUNDAY	Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his twelfth consecutive year as paterfamilias of his Capitol Family. The Family is assisted by guest stars in the presentation of this informal musical program.
POET'S GOLD—DAVID ROSS 1:45–2:00 p.m. EACH SUNDAY	This series of verse readings by David Ross, prize announcer, has been heard on Columbia for five years. Ross gives his readings against a background of string music directed by Leon Goldman.
DR. HARRY HAGEN 4:00–5:00 p.m. EACH SUNDAY	Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters.
HOBART BOSWORTH, DEAN OF HOLLYWOOD 6:15–6:30 p.m. EACH FRIDAY	Reminiscences of the early, pre-Hollywood movie days and stories of the theatre of the Edwin Booth era are narrated by an old-timer in a program which originates on the West Coast.

PERSONALITIES
(Continued)

PROGRAM AND TIME	DESCRIPTION
TED MALONE 2:45–3:00 p.m. MONDAY THRU FRIDAY	Ted Malone brings to the reading of poet a vibrant voice and a deep sincerity whic have won for him one of the widest follo ings in radio. His recitals are delivere against a background of organ music.
COLONEL JACK MAJOR 3:00–3:30 p.m. EACH MONDAY	Singer, yodeler, whistler, tall-story-telle poetry-reader and hill-billy philosophe young Colonel Jack Major also acts as Ma ter of Ceremonies for his half hour rad revue with Freddie Rich's orchestra ar guest performers.
RICHARD MAXWELL 9:30–9:40 a.m. MONDAY THRU FRIDAY 10:15–10:30 a.m. EACH SATURDAY	Soloist of "Songs of Comfort and Cheer Richard Maxwell presents five programs hymns and inspirational songs each wee He was first heard on Columbia in 192
MONTANA SLIM 2:30–2:45 p.m. MONDAY, WEDNESDAY, FRIDAY	Out of a repertoire of 700 cowboy son Montana Slim, "The Singing Cowboy," c claim 400 as his own compositions. An a thentic old cow-hand, he learned his tra on Canadian ranches.

	PROGRAM AND TIME	DESCRIPTION
ELIGIOUS ADCASTS	CHURCH OF THE AIR 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The "Church of the Air" is conducted each Sunday morning and Sunday afternoon. Following are the speakers during August. AUGUST 1: *Morning*—Reverend Albert C. Thomas, First Baptist Church, Fall River, Mass. *Afternoon*—Dr. Eugene Hilton, president of the Oakland Stake of the Mormon Church, Oakland, Cal. AUGUST 8: *Morning*—Reverend Norman A. Menter, Salem Lutheran Church, Detroit. *Afternoon*—Reverend R. J. Wedderspoon, Pollokshields East Church, Glasgow, Scotland. (Rev. Wedderspoon speaks from New York.) AUGUST 15: *Morning*—Reverend Marvin Sansbury, The Community Church, Kansas City, Mo. *Afternoon*—Right Reverend Monsignor David T. O'Dwyer, Catholic University of America, Washington, D. C. AUGUST 22: *Morning*—Reverend Jesse Halsey, The Seventh Presbyterian Church, Cincinnati. *Afternoon*—Rabbi Milton Steinberg, Park Avenue Synagogue, New York. AUGUST 29: *Morning*—Rt. Reverend Henry Wise Hobson, D.D., Bishop of Southern Ohio, Cincinnati. *Afternoon*—Reverend William F. Sheedy, O.S.A., Augustinian Monastery, Villanova, Pa.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
CHILDREN'S PROGRAMS	SUNDAY MORNING AT AUNT SUSAN'S 9:00–9:55 a.m. EACH SUNDAY	Informal weekly visits with fictional cha acters written by Nila Mack. Concert musi songs, news and guests make up a children show which appeals to the whole famil Guests for this month include: AUGUST 1 AND 8: Christopher Coates, cu tor of New York City's Aquarium. AUGUST 15: John L. Howard. AUGUST 22: Rosebud Yellow Robe, Sio Indian. AUGUST 29: Mr. Robin, bird imitator.
	LET'S PRETEND 10:30–11:00 a.m. EACH SATURDAY	The world's great fairy tales are dramatiz by Nila Mack and enacted by children fr seven to sixteen. Plays for this month a AUGUST 7: Enchanted Canary. AUGUST 14: Hop o' My Thumb. AUGUST 21: Aladdin and His Lamp, Part AUGUST 28: Aladdin and His Lamp, Part
	FUNNY THINGS–NORA STIRLING 5:45–6:00 p.m. EACH MONDAY, WEDNESDAY, FRIDAY	Little-known information about well-kno things and an animated orchestra t heckles Miss Stirling are heard on t series of curious facts for curious childr Some of the facts for August are ab previous coronations, ancient methods flying, and the origins of bells. Appropri and specially arranged music is provided the Tune Tumblers.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC	"BLUE VELVET MUSIC" – MARK WARNOW 8:00–8:30 p.m. EACH TUESDAY	Originated and conducted by Mark Warnow, this new series of "Blue Velvet Music" features Hollace Shaw, guest stars, novel arrangements of classics, classic versions of popular pieces, and a group of "Tune Teasers" for listeners' solution. Guests for the month are: AUGUST 3: Howard Phillips, baritone. AUGUST 10: Johnny Russell, baritone. AUGUST 17: Del Casino, tenor. AUGUST 24: The Symphonettes, girl trio.
	HOLLYWOOD SHOW CASE 9:30–10:00 p.m. EACH SATURDAY	Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Musical Director, is conductor of the series.
	SATURDAY NIGHT SWING CLUB 8:00–8:30 p.m. EACH SATURDAY	With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, these Saturday night gatherings will entertain as soloists during August: Bunny Berigan, trumpeter; Caspar Reardon, harpist; the Raymond Scott Quintette and Leslie Lieber, hot fifer.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC *(Continued)*	SONG TIME 7:15–7:30 p.m. MONDAY THRU SATURDAY	These new vocal periods feature two ou standing CBS artists daily in novel so presentations. The Saturday period orig nates from Columbia's KNX, the othe from WABC. MONDAY: Hollace Shaw and Ray Heathe ton. TUESDAY: Ruth Carhart and Bill Perry. WEDNESDAY: Patti Chapin and Howard Phillips. THURSDAY: Doris Kerr and Russell Dorr. FRIDAY: Jack Shannon and guest artist. SATURDAY: Betty Grable and John Payne
	METROPOLITAN PARADE 9:00–9:15 a.m. EACH MONDAY AND FRIDAY	This early morning variety show includes t songs of Margaret McCrae, Bob Gibson, t Eton Boys, and the novelties of piani whistler Bob Byron.
	"DEAR COLUMBIA" 9:00–9:25 a.m. EACH TUESDAY	Audience mail requests for songs and sel tions old and new are gratified on this pr gram by an orchestra under Ray Bloc direction and by guest vocalists.
	THEATRE MATINEE 3:00–3:30 p.m. EACH TUESDAY AND THURSDAY	Art Gentry, singing master-of-ceremoni Charles Cartwright Cantor, comedia Margaret McCrae, soloist, and the Fo Stars comprise this variety show.
	MUSIC IN THE AIR 9:00–9:30 a.m. EACH THURSDAY	The smooth melodies of Leith Stevens' C chestra, the voices of Helen Board a Howard Phillips, and the violin of Bud Sheppard start the day musically.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
MANHATTAN MATINEE 3:00–3:30 p.m. EACH WEDNESDAY	This musical series presents songs, past and present, of the Big City. Jeannine Macy and other Columbia artists are featured as soloists.
RUTH AND BILL 10:45–11:00 a.m. EACH MONDAY, WEDNESDAY, FRIDAY	Ruth Carhart and Bill Perry, sweethearts of the air, present a program of love songs. Musical accompaniment is conducted by Harry Simone.
DOWN BY HERMAN'S 3:00–3:30 p.m. EACH SATURDAY	From WISN, Columbia's station in Milwaukee, comes this musical German beer-garden of robust and sentimental songs, concert and popular music.
DALTON BROTHERS, ETON BOYS, FOUR STARS AND SONG STYLISTS *Various hours*	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites of CBS listeners.
DANCE ORCHESTRAS 11:00 p.m.–1:00 a.m. MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Ozzie Nelson, Tommy Dorsey, Bunny Berigan, Roger Pryor, Count Basie, Jay Freeman, George Hamilton, Jan Garber, Phil Napoleon, Frankie Masters, Bart Yardley, Frank Dailey, Bert Block and Benny Goodman are heard during August.

ADDENDA: JULY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following list of *July* programs which were arranged too late for inclusion in last month's issue of this booklet.

JULY 10: The Headliners Club annual awards for newspaper, newsreel, and radio reporting were heard in a special broadcast. The award for the "Best Domestic Radio Reporting" went to WHAS, Columbia's station at Louisville, for their activities during last Winter's floods, and the award for the "Best Foreign Radio Reporting" went to H. V. Kaltenborn, CBS commentator, for his broadcasts from the Spanish war front, 9:30–10:00 p.m.

JULY 11: Pope Pius XI spoke in French from Castel Gandolfo, Papal summer residence, at the dedication of the new shrine to Ste. Therese, 7:00–7:30 a.m.

JULY 13: Gene Buck, president of the American Society of Composers and Publishers, paid tribute to the late George Gershwin in an address, 7:30–7:45 p.m. Other broadcasts in memory of Gershwin were presented during the month by Howard Barlow and the Columbia Symphony Orchestra, the Grant Park Concert of the Chicago Philharmonic Orchestra, and the Horace Heidt, Ferde Grofe and other programs.

JULY 14: Assistant Secretary of the Interior Oscar Chapman discussed "Freedom of the Press", 10:45–11:00 p.m.

JULY 15: A tribute to the late Senator Joseph T. Robinson, majority leader of the Senate, was paid by Senator J. Hamilton Lewis of Illinois, who spoke from Columbia's station WJSV at the Capitol, 5:00–5:15 p.m. Dorothy Bennett, of the recent Hayden Planetarium-Grace Peruvian Eclipse expedition, was interviewed by Ruth Pierpont Stephens in a program entitled "Hitch Your Wagon to a Star," 5:45–6:00 p.m.

JULY 16: Celebrations attending the harvesting of a bumper crop were broadcast from Kansas City's wheat center, 5:00–5:30 p.m.

JULY 17: Dr. Hollington K. Tong, dean of Chinese journalists, spoke from Shanghai on the new Chino-Japanese crisis, 10:45–11:00 p.m. A special broadcast of English provincial life was heard from the village of Little Barfield. "Happy" Andrews, local bard, spoke from the village inn, and Harold Laski described the countryside and its customs, 4:15–4:30 a.m.

JULY 18: "What Next in Geneva?" was the subject of a transatlantic address by David Woodward, international relations expert, from Geneva, 1:30–1:45 p.m. Dr. John R. Fitzpatrick, dean of the Law School of Columbus University, Washington, D.C., spoke under the auspices of the Knights of Columbus on the labor situation, 1:45–2:00 p.m.

JULY 19: Helen Stansbury, director of the Woman's Traffic Division of United Airlines, was interviewed by Bob Trout, 4:15–4:30 p.m.

JULY 20: A dramatization of the life of Marconi was presented in honor of the late inventor, 7:45–8:00 p.m. Ted Husing and Arch McDonald covered the boxing match between Freddie Steele and "Hobo" Williams at Griffith Stadium, Washington, 11:15 p.m.–12:00 midnight.

JULY 21: The funeral ceremonies of Marconi were broadcast from Rome, 2:30–2:45 p.m. Herbert Emmerich, Deputy Governor of the Farm Credit Administration, told "How the Farm Credit Union Helps," 10:45–11:00 p.m.

JULY 22: General Yang Hu-chen, who held Chang Kai-Shek prisoner during the recent political disturbances in China, was interviewed from San Francisco on his arrival in America, 6:00–6:30 p.m. A special broadcast of excerpts from "Gotterdamerung" by Metropolitan Opera singers and the Philharmonic Symphony Orchestra was heard from Lewisohn Stadium, in addition to Columbia's regular Sunday night Stadium Concerts, 8:00–9:00 p.m.

JULY 24: Paul Luther and Frank Ashley covered the Arlington Classic horse race at Chicago, 6:00–6:15 p.m.

JULY 25: Dr. John R. Mott was heard in a transatlantic broadcast from the Protestant Religious Convention at Oxford, England, 1:30–1:45 p.m.

JULY 26: Harlan Eugene Read, commentator, returned from a five months' tour of Europe to speak on "Aspects of the European Crisis," 6:15–6:30 p.m. Unannounced in last month's issue, "Julius Caesar," the third of the eight plays in The Columbia Shakespearian Cycle, was presented with Claude Rains as Cassius, Reginald Denny as Caesar, Morris Ankrum as Marc Anthony, Thomas Mitchell as Brutus, and Walter Abel as Casca, 9:00–10:00 p.m.

JULY 28: Merrill Denison interviewed George M. Harrison and Dr. James W. Angell of the Twentieth Century Fund's committee on national debt and governmental credit, 6:15–6:30 p.m. Dr. Stringfellow Barr, president of St. John's College, Annapolis, discussed his new educational plans for that institution in a talk entitled "Reviving the Ancient Purposes of Education," 10:45–11:00 p.m.

JULY 29: A program of Gregorian chant was presented by a schola of 25 voices directed by Marie Pierik from the Cincinnati Conservatory of Music, 3:30–4:00 p.m. A portion of the coronation ceremonies of King Farouk of Egypt was broadcast from Cairo, 4:20–4:30 p.m. Senator Prentiss Brown of Michigan (Dem.) discussed his party's legislative plans for the remainder of the Congressional session, 5:00–5:15 p.m. Representative Marvin Jones of Texas, chairman of the Agricultural Committee spoke from the Capitol on his proposed Farm Bill, 10:30–11:45 p.m.

JULY 31: Queen Wilhelmina's address of welcome to the 30,000 Boy Scouts, including 1,000 Americans, attending their fifth annual World Jamboree at Bloemendall-Vogelensang, Holland was heard in this country over CBS, 10:40–11:00 a.m. From the third annual Pennsylvania Folk Festival at Bucknell Stadium, Lewisburg, were heard the fiddle-playing and hog-calling championships and similar competitions, 4:30–5:00 p.m. The Arlington Futurity horse race was broadcast from Chicago by Paul Luther and Frank Ashley, 5:30–5:45 p.m.

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LYWOOD SHOW CASE • JACK BERCH AND HIS

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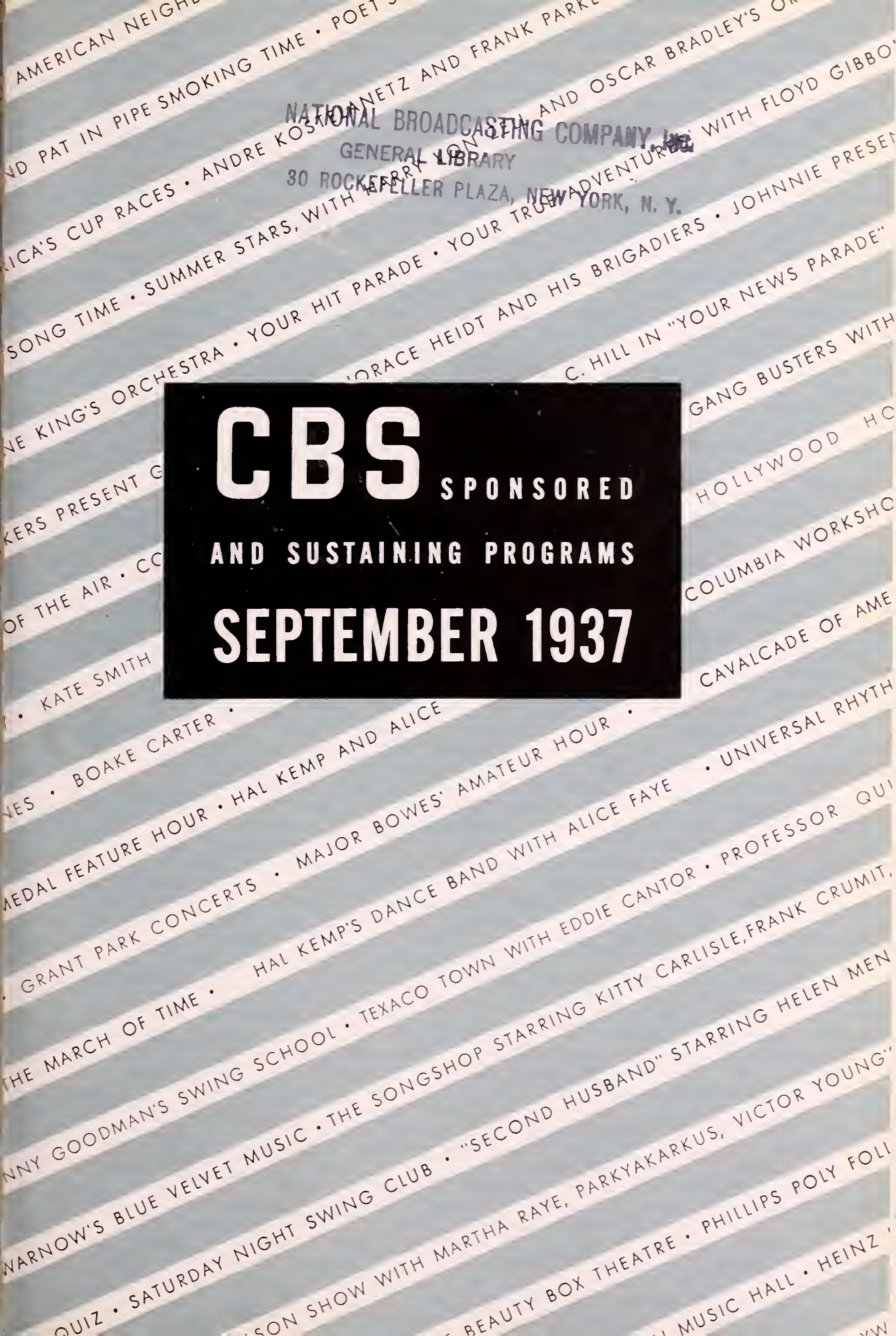
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• KATE SMITH ... GANG BUSTERS WITH
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• THE MARCH OF TIME • HAL KEMP'S DANCE BAND WITH ALICE FAYE • UNIVERSAL RHYTH
NNY GOODMAN'S SWING SCHOOL • TEXACO TOWN WITH EDDIE CANTOR • PROFESSOR QUI
WARNOW'S BLUE VELVET MUSIC • THE SONGSHOP STARRING KITTY CARLISLE, FRANK CRUMIT,
QUIZ • SATURDAY NIGHT SWING CLUB • "SECOND HUSBAND" STARRING HELEN MEN
SON SHOW WITH MARTHA RAYE, PARKYAKARKUS, VICTOR YOUNG"
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CBS SPONSORED AND SUSTAINING PROGRAMS

SEPTEMBER 1937

published monthly for advertising executives by

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AMERICAN HOME PRODUCTS CO.	Edna Wallace Hopper Cosme Anacin Old English Floor Wax Kolynos Dentifrice
AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes
ATLANTIC REFINING COMPANY	White Flash Gasoline, Atlantic Motor Oil
BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION	Banking Service
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BROWN & WILLIAMSON TOBACCO CORP.	Sir Walter Raleigh Tobacco, Avalon Cigarettes

†Columbia Pacific Network Only
††Columbia New England Network

PROGRAM	TIME	AGENCY	ON CBS★
e Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	195 Weeks
r Gal Sunday *Serial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		23 Weeks
r Gal Sunday *Serial drama*	Thurs. and Fri. 12:45–1:00 p.m.		169 Weeks
mmerstein Music Hall with l Hammerstein as MC, ry Mann and guest stars *Variety show*	Friday 8:00–8:30 p.m.		317 Weeks
ky Strike Presents our Hit Parade", with rk Warnow's Orchestra *opular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	70 Weeks
ky Strike Presents vin C. Hill in "Your News ade" *ews commentator*	Mon. thru Fri. 12:15–12:30 p.m. Rebr. 2:30– 2:45 p.m.		
ly Cross Football Schedule *lay by play description* (Beginning September 25)	††Saturday 2:00–4:30 p.m.	N. W. Ayer & Son, Inc.	91 Weeks
ws Time with Sam Hayes *ews broadcast*	†Sun. thru Fri. 10:00–10:15 p.m. PST	Charles R. Stuart	13 Weeks
ur Unseen Friend *ramatizations*	Tuesday 10:00–10:30 p.m.	Albert Frank-Guenther Law, Inc.	48 Weeks
l O'Hara's Radio Gazette *ews broadcast*	††Mon., Wed., Fri. 7:30–7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	10 Weeks

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★ *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream
	Palmolive Soap
	Super Suds and Concentrate Super Suds
	Colgate Dental Cream and P

PROGRAM	TIME	AGENCY	ON CBS*
llywood Hotel with ry Cooper, Frances Langford, ne Jamison, Igor Gorin and ymond Paige's Orchestra *Dramatic musical revue with uest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	148 Weeks
K Murray, with "Oswald", rlyn Stuart, and Lud Gluskin's C hestra *omedy and popular music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30–12:00 Mid.		
R inoff and his violin *usical* Beginning September 26)	Sunday 6:30–7:00 p.m.	Campbell-Ewald Company	65 Weeks
M or Bowes' Amateur Hour *mateurs, with* Major Bowes *s Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	78 Weeks
C a-Cola Presents "e Songshop", starring K y Carlisle, Frank Crumit, Reed K nedy, Alice Cornett, Songshop Q rtet, Glee Club and Gustave H nschen and Orchestra *usical* Beginning September 10)	Friday 10:00–10:45 p.m.	D'Arcy Advertising Co., Inc.	26 Weeks
G g Busters with Phillips Lord *olice-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	86 Weeks
P nolive Beauty Box Theatre, wi Jessica Dragonette and C rles Kullman *peretta and light music*	Wednesday 9:30–10:00 p.m.		86 Weeks
M t and Marge *erial drama*	Mon. thru Fri. 10:15–10:30 a.m. Rebr. 4:00–4:15 p.m.		79 Weeks
Yo True Adventures, with Fl d Gibbons *ramatizations*	Thursday 10:00–10:30 p.m.		35 Weeks

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★ *figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess Ca
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford, Lincoln and Lincoln Zephyr Motor Cars
GENERAL BAKING COMPANY	Bond Bread

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
etty Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. Rebr. 4:15–4:30 p.m.	Benton & Bowles, Inc.	130 Weeks
ıchelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	140 Weeks
ıvalcade of America, on Voorhees' Orchestra *Musical*	Wednesday 8:00–8:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	112 Weeks
ood Afternoon Neighbor, with om Breneman and orchestra *Serial drama and music*	†Tues. and Fri. 2:45–3:00 p.m. PST	Botsford, Constantine & Gardner	51 Weeks
ck Berch and His Boys *Vocalist with orchestra*	Mon., Wed., Fri. 9:30–9:45 a.m.	Young & Rubicam, Inc.	120 Weeks
niversal Rhythm, with Rex handler's Orchestra and Chorus, ichard Bonelli, Alec Templeton, arolyn Urbanek, and Frank rumit, MC† *Musical* †Beginning September 12, the Sunday Evening Hour of symphonic music replaces Universal Rhythm	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	187 Weeks
l Pearce and His Gang in 'atch the Fun Go By *Comedy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12–12:30 a.m.		
ond Bakers Present uy Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	347 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CLIENT	PRODUCT
GENERAL FOODS CORPORATION	Swansdown Flour, Calumet Baking Powder
GENERAL MILLS, INC.	Wheaties, Bisquick, Gold M Kitchen-Tested Flour and So
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	"57 Varieties" Pure Food Pr
KIRKMAN & SON, INC.	Kirkman's Soap
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine

†*Columbia Pacific Network Onl*

PROGRAM	TIME	AGENCY	ON CBS*
te Smith *Revue* (Beginning September 30)	Thursday 8:00–9:00 p.m. Rebr. 11:15–12:15 a.m.	Young & Rubicam, Inc.	132 Weeks
ld Medal Feature Hour		Blackett-Sample-Hummert. Inc. Knox Reeves Advertising, Inc.	339 Weeks
Betty and Bob *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m.		
Hymns of All Churches	Mon., Tues., Thu. 1:15–1:30 p.m.		
Betty Crocker *Cooking expert*	Wed and Fri. 1:15–1:30 p.m.		
Arnold Grimm's Daughter *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m.		
Hollywood in Person *Capt. Bob Baker, commentator*	1:45–2:00 p.m.		
mmer Stars, with Harry Von ll, Master of Ceremonies; car Bradley's Orchestra and est artists. *Variety show*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	186 Weeks
inz Magazine of the Air, with A. Rolfe's Orchestra and ed Kennedy *Serial drama, guest speakers, music*	Mon., Tues., Thu. 11:15–11:30 a.m. Rebr. 3:15–3:30 p.m. Wed. and Fri. 11:00–11:30 a.m. Rebr. 3:00–3:30 p.m.	Maxon, Inc.	78 Weeks
k and Loretta *Songs and Patter*	Mon. thru Fri. 2:15–2:30 p.m.	N. W. Ayer & Son, Inc.	17 Weeks
yne King's Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Lord and Thomas	104 Weeks
wlyweds *Comedy serial*	†Mon. thru Fri. 10:45–11:00 p.m. PST	Lambert & Feasley, Inc.	13 Weeks

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*he figures indicate the total number of weeks n which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Spry
	Rinso and Lifebuoy
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields & Granger Tob
LOS ANGELES SOAP COMPANY	White King Soap
NASH-KELVINATOR CORPORATION	Nash Motor Cars

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†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS
e Lux Radio Theatre, ith stars of stage and screen *Dramatic:* Cecil B. De Mille, *director* (Beginning September 13)	Monday 9:00–10:00 p.m.	J. Walter Thompson Company	102 Weeks
g Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.	Ruthrauff & Ryan, Inc.	51 Weeks
unt Jenny's Real Life Stories *Dramatic*	Mon. thru Fri. 11:45 a.m.–12 noon Rebr. 2:15–2:30 p.m.		33 Weeks
Jolson Show with Martha Raye, rkyakarkus, Victor Young's rchestra and guest stars *Comedy and music*	Tuesday 8:30–9:00 p.m. Rebr. 11:30 p.m.–12:00 mid.		67 Weeks
esterfield Presents ank Parker with Andre stelanetz' Orchestra and Chorus *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	241 Weeks
l Kemp's Dance Band with ice Faye *Popular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		
orts Résumé—Paul Douglas *Baseball Scores*	Mon., Tues., Wed., Fri. 6:35–6:45 p.m.		20 Weeks
otball Forecasts and Scores (Beginning September 16)	Thu. and Sat. 6:30–6:45 p.m.		
s Edwards' School Days *Comedy and Music*	†Monday 8:30–9:15 p.m. PST	Barnes-Chase Company	7 Weeks
ofessor Quiz *Questions and answers*	Saturday 9:00–9:30 p.m. Rebr. 12:00–12:30 a.m.	Geyer, Cornell & Newell, Inc.	26 Weeks

he figures indicate the total number of weeks n which the client has used CBS facilities.

CLIENT	PRODUCT
PET MILK SALES CORP.	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes and Prince Albert Smoking Toba
STERLING PRODUCTS, INC.	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
e Pet Milky Way with Mary Lee ylor, home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3–3:15 p.m.	Gardner Advertising Company	104 Weeks
ake Carter *News commentator*	Mon., Wed., Fri. 7:45–8:00 p.m. Rebr. 11:15–11:30 p.m.	Hutchins Advertising Co., Inc.	320 Weeks
hnnie Presents Russ Morgan's rchestra, Charles Martin's Cir- mstantial Evidence Thrills, calists and mixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.	The Biow Company, Inc.	55 Weeks
illips Poly Follies with n Feld's Orchestra *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	67 Weeks
ews Through a Woman's Eyes— athryn Cravens *News comments and interviews*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	95 Weeks
ving School, with enny Goodman's Orchestra† *Swing music and guest stars* †Beginning September 28, Jack Oakie's College with Benny Goodman's orchestra replaces the Swing School, 9:30–10:30 p.m.	Tuesday 9:30–10:00 p.m.	William C. Esty Company	218 Weeks
mous Actors' Guild Presents econd Husband" starring elen Menken *Serial drama*	Tuesday 7:30–8:00 p.m.	Blackett-Sample-Hummert, Inc.	312 Weeks

The figures indicate the total number of weeks n which the client has used CBS facilities.

CLIENT	PRODUCT
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerator
TABLE PRODUCTS, INC.	Duchess Salad Dressing
THE TEXAS COMPANY	"Texaco" Petroleum Products
TIME, INC.	Time, Life Magazines
U. S. TOBACCO COMPANY	Model Pipe Tobacco
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
orace Heidt and His Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	130 Weeks
/estern Home, with letcher Wiley *Home economics, comment, music*	†Mon. and Thurs. 3:45–4:00 p.m. PST	Lord and Thomas	13 Weeks
exaco Town, with Igor Gorin, inky Tomlin and Eddie Stanley; mmy Wallington, MC† *Comedy and music* †Texaco Fire Chief, starring Eddie Cantor, replaces the Sunday show starting September 29, and will be broadcast Wednesdays, 8:30–9:00 p.m. Rebr. 11:30 p.m.–12 Mid.	Sunday 8:30–9:00 p.m. Rebr. 12:00–12:30 a.m.	Buchanan and Company, Inc.	50 Weeks
he March of Time *News dramatizations*	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	132 Weeks
ick and Pat in Pipe Smoking Time ith Benny Kreuger's Orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	118 Weeks
oetic Melodies *Poetry readings and light music*	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff Inc.	275 Weeks
attergood Baines *Serial drama*	†Mon. thru Fri. 8:00–8:15 p.m. PST		

The figures indicate the total number of weeks in which the client has used CBS facilities.

THE PROGRAMS "BY COLUMBIA"

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3. PUBLIC AFFAIRS . . . . . *Page 27*
4. EDUCATIONAL PROGRAMS . *Page 31*
5. RELIGIOUS BROADCASTS . *Page 34*
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7. PERSONALITIES . . . . . . *Page 38*
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ADDENDA: AUGUST PROGRAMS . . *Page 44*

The programs *"by Columbia"* for September are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are reported in local newspaper radio listings.

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	THE COLUMBIA WORKSHOP 7:00–7:30 p.m. EACH SUNDAY	The Columbia Workshop presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. On a visit to radio studios abroad, Irving Reis, permanent director of the series, this month presents from London and Dublin the Workshop's first foreign programs. William N. Robson, CBS director, acts as the Workshop's guest producer during Mr. Reis' absence. SEPTEMBER 5: Mr. Robson presents an experimental adaptation of James Gould Cozzen's novel, "S. S. San Pedro." SEPTEMBER 12: From the London studios of the British Broadcasting Corporation the Workshop presents "Death of a Queen," an adaptation of Hillaire Belloc's "Marie Antoinette." Val Gielgud, drama director of BBC, has been invited to direct this program. SEPTEMBER 19: From Dublin's Radio Athlone the world-famous Abbey Players enact J. M. Synge's "Riders to the Sea" under the direction of Mr. Reis. SEPTEMBER 26: "Alice in Wonderland" will be presented under the direction of Mr. Robson in his own radio adaptation of Lewis Carrol's immortal fantasy.

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES *(Continued)*	LIVING DRAMAS OF THE BIBLE 2:30–3:00 p.m. EACH SUNDAY	The lives and deeds of the great Biblic characters, as recounted in the Old Test ment, are presented in original radi dramatizations by modern authors. The employ a more contemporary idiom and the same time retain all the poetic qualiti of the original stories. Such well-know authors as Margaret Widdemer, Thyr Samter Winslow, and Margaret Sangst have adapted the dramas. The Septemb schedule follows. SEPTEMBER 5: "Jacob and Esau," by Charl G. Jackson. SEPTEMBER 12: "King Solomon," by Albe Tracy Huntington. SEPTEMBER 19: "Absalom," by John Alcor SEPTEMBER 26: "David and Bathsheba," b Stanley Silverman (2:00–2:30 p.m.
	YOUR NECK O' THE WOODS 10:30–11:00 p.m. EACH MONDAY	Carl Carmer, author, lecturer and authori on folk tales, writes and acts as narrator these dramatizations of the legends of o States. Folk music under the direction Bernard Herrmann accompanies the pr grams. The series concludes this mon with the following schedule, the final pr gram featuring Alabama. SEPTEMBER 13: West Virginia. SEPTEMBER 20: Vermont. SEPTEMBER 27: Alabama.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	GEORGE GERSHWIN MEMORIAL CONCERT 12:30–3:00 a.m. WEDNESDAY, SEPTEMBER 8	A noted array of concert, screen and radio artists, together with the Los Angeles Philharmonic Symphony, join in a two and one-half hour memorial program in honor of George Gershwin. This exclusive CBS broadcast originates in the Hollywood Bowl. The participating artists and the selections are as follows: *Second Prelude:* Otto Klemperer, conductor. Orchestrated by David Broekman. *An American in Paris:* Nathaniel Shilkret, conductor. *Selected Songs:* Gladys Swarthout, Fred Astaire and Al Jolson, introduced by George Jessel. *Concerto in F:* Oscar Levant, soloist; Charles Previn, conductor. *Gershwin Medley:* Nathaniel Finston, conductor. *Selections from "Porgy and Bess":* Lily Pons with Alexander Steinert, conductor; Hall Johnson Choir; Todd Duncan, Anne Brown and Ruby Elzy, soloists. *Rhapsody in Blue:* Jose Iturbi, soloist and conductor.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	EVERYBODY'S MUSIC 3:00–4:00 p.m. EACH SUNDAY	Howard Barlow conducts the Columb Symphony Orchestra, and Henry M. Nee is commentator on this program of fi music for the layman. The series presen in September the world premiere of tl fifth of the six American works commi sioned especially for radio by the *Columb Composers Commission.* SEPTEMBER 5: An all Mendelssohn progra —the "Fingal's Cave" Overture and tl "Scotch" Symphony. SEPTEMBER 12: Mozart's Overture "Th Abduction from the Seraglio," tl Johann Strauss "Emperor Waltz," ar the Sibelius Symphony No. 4. SEPTEMBER 19: Howard Hansen has bee invited to conduct the world premie of his Symphony No. 3, the fifth *C lumbia Composers Commission* wor Mr. Hansen is head of the Eastma School of Music in Rochester. SEPTEMBER 26: Howard Barlow devotes tl entire hour to a single work, tl "Symphonie Fantastique" by Hect Berlioz.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	GUEST CONDUCTORS 8:00–9:00 p.m. EACH THURSDAY	This series presents gifted directors with the Columbia Concert Orchestra. Each conductor will include on his program one or more orchestral novelty. SEPTEMBER 2: *Fritz Mahler Takes the Baton.* Mozart's Overture to "The Marriage of Figaro" and the Linz Symphony; Handel's Concerto Grosso No. 6; and Ernst Toch's "Bunte Suite." SEPTEMBER 9: *Nicolai Berezowski Takes the Baton.* Bach's Brandenburg Concerto No. 4; the premiere broadcast of the conductor's "Introduction and Allegro"; Grieg's Symphonic Dance in A Minor and Mozart's Haffner Symphony. SEPTEMBER 16: *Victor Bay Takes the Baton.* Rondo Passacaglia by Couperin, Purcell's King Arthur Suite, Six Italian Dance Tunes arranged by Peter Warlock, and Stravinsky's "Appolon Musagete" ballet music. SEPTEMBER 23: *Vittorio Giannini Takes the Baton.* The series is concluded with this program of Wagner's "Sigfried Idyll," the premiere of the conductor's Prelude and Fugue and his "April Nocturne" from the Cantata Primavera; and works by Frescobaldi, Pergolesi and Respighi.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
WALBERG BROWN STRINGS 10:30–11:00 a.m. EACH SUNDAY	Starting September 26 the string quarte headed by Walberg Brown, musical directo of WGAR, Columbia's station in Cleveland, will present a new series of concer music. Members of the quartet are all musicians in the Cleveland Symphony Orchestra.
SALT LAKE CITY TABERNACLE CHOIR 12:30–1:00 p.m. EACH SUNDAY	This world-famous choir sings weekly fro one of America's greatest auditoriums, th Salt Lake City Tabernacle. Frank Asper Tabernacle organist, accompanies the choir
WORKMEN'S GERMAN SINGING ALLIANCE 8:00–8:30 p.m. SUNDAY, SEPTEMBER 5	The 4,000 voices of the Workmen's Germa Singing Alliance, accompanied by 75 musicians from the Cleveland Symphony Orchestra are heard in a special "Saengerfest' from the Equestrium in Cleveland.
GRANT PARK CONCERT 10:00–11:00 p.m. SUNDAY, SEPTEMBER 5	The final in this series of outdoor concerts sponsored by the Chicago Park Board an the Chicago Federation of Musicians, an broadcast from Grant Park, presents Pete Cavallo and his symphonic band.
POP CONCERTS 3:30–4:00 p.m. EACH MONDAY	The Columbia Concert Orchestra is directe by Howard Barlow in shorter works fo orchestra. Occasionally a soloist is featured and the music is familiar and attractive.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
STORY OF THE SONG 3:30–4:00 p.m. EACH TUESDAY	Outstanding artists present the world's great songs. The guests this month: SEPTEMBER 7: Germaine Bruyere, dramatic soprano and Charles Haywood, baritone. SEPTEMBER 14: Lillian Knowles, contralto and Harald Hansen, lyric tenor. SEPTEMBER 21: Fritz Lechner, baritone, presents the Schumann cycle, "Dichterliebe." SEPTEMBER 28: Maria Silveira, soprano and Hubert Hendrie, baritone.
BEREZOWSKI AND BAY 3:30–4:00 p.m. EACH WEDNESDAY	The brilliant young composer-violinist, Nicolai Berezowski, and the distinguished pianist, Emanuel Bay, present their annual series of sonata recitals in a *Columbia Concert Hall* program. SEPTEMBER 1: Respighi. SEPTEMBER 8: Ropartz. SEPTEMBER 15: Saint-Saens and Mozart. SEPTEMBER 22: Schumann. SEPTEMBER 29: Debussy and Schubert.
U. S. ARMY BAND 4:30–5:00 p.m. EACH THURSDAY	Invigorating music in familiar and special arrangements is broadcast from the nation's Capitol by this noted military band.

SERIOUS MUSIC
(Continued)

PROGRAM AND TIME	DESCRIPTION
EVENINGS WITH PAPA HAYDN 10:00–10:30 p.m. FRIDAY, SEPTEMBER 3	This series, devoted to the works of Hayd and featuring "interviews" based on r corded statements of the composer, co cludes on September 3 with the "Farewel Symphony conducted by Howard Barlow
KREINER STRING QUARTET 3:00–3:30 p.m. EACH FRIDAY	The concluding numbers in the first radi cycle of all of Mozart's string quartets a heard this month in three broadcasts, Se tember 3, 10 and 17. Edward Kreiner, viol Joseph Gingold and Sylvan Schulman, vi lins; and Alan Schulman, 'cello, will b assisted during the month by Henry J. Bov flautist and John Leon Cavallo, oboeist, guest artists. On September 24 Debussy Quartet will be played.
MARGARET DAUM 6:00–6:30 p.m. EACH FRIDAY	Having returned to New York from a su cessful season as leading soprano of th St. Louis Municipal Opera Company, th young prima donna of the Metropolita Opera Company will be heard weekly in repertoire of favorite arias and songs.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	THE COMPINSKY TRIO "OLD VS. NEW" 11:30 a.m.–Noon EACH SATURDAY	Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist, alternate classic music with modern music for trio. SEPTEMBER 4: The Troisieme Trio of Villa-Lobos. SEPTEMBER 11: Tchaikowsky's Opus 50 in A Minor. SEPTEMBER 18: To be announced. SEPTEMBER 25: Cesar Franck, Opus 1, No. 1.
	JACQUES JOLAS 7:30–8:00 p.m. EACH SATURDAY	This month Jacques Jolas, brilliant young American pianist, concludes his series on "The Bases of Piano Literature." SEPTEMBER 4: An all Ravel program. SEPTEMBER 11: *Living composers*—Poulenc, Milhaud, Prokofieff, Hindemith and Copland. SEPTEMBER 25: The series ends with a panoramic program—Bach, Haydn, Chopin, Debussy and Liszt.
	CLYDE BARRIE 5:00–5:15 p.m. EACH MONDAY 5:15–5:30 p.m. EACH THURSDAY	Twice each week the rich baritone voice of Clyde Barrie is heard over Columbia. This outstanding young concert artist is presenting a regular broadcast schedule in addition to frequent appearances in recitals and with various orchestras.

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS	WORLD ECONOMIC SYMPOSIUM 4:00–5:15 p.m. SUNDAY, SEPTEMBER 19	The Columbia Broadcasting System, in operation with the National Peace Conf ence, presents an international symposi on "World Economic Cooperation" in wh leading representatives of the governme of eight countries will participate. The member organizations of the National Pe Conference, comprising a total members of 60,000,000, will be gathered at hundr of meetings throughout the United Sta and other countries during the broadc A symphony orchestra will play, and program will be heard exclusively o more than 100 stations of the Colum Network. Leading officials who will sp include: From New York: Secretary of State CORD HULL, speaking for the United Sta From Toronto: Prime Minister WILLIAM McKENZIE KING, for the Dominion Canada. From Paris: Prime Minister CAMILLE CH TEMPS, for France. From Brussels: Prime Minister PAUL V ZEELAND, for Belgium. From Bogota: President ALFARO LOPEZ, Colombia.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
KENSUKE HORINOUCHI 6:45–7:00 p.m. WEDNESDAY, SEPTEMBER 1	From Tokyo the first Japanese official statement regarding the conflict in the Far East, addressed to foreign countries by radio, will be made by Kensuke Horinouchi, vice-minister of foreign affairs.
VETERANS OF FOREIGN WARS CONVENTION 5:45–6:00 p.m. THURSDAY, SEPTEMBER 2	Senator Arthur H. Vandenberg (Rep.) of Michigan speaks from Buffalo at the convention of the Veterans of Foreign Wars being held in that city.
JOHN L. LEWIS AND WILLIAM GREEN 10:30–11:00 p.m. FRIDAY, SEPTEMBER 3 11:30–12 p.m. FRIDAY, SEPTEMBER 17	Two talks on the subject of labor by the presidents of the Committee on Industrial Organization and the American Federation of Labor are scheduled for September. John L. Lewis talks on "The Aims of the C.I.O." and William Green on the "Place of the A. F. of L. in Today's Labor Picture."
LEWIS BROWNE 7:30–7:45 p.m. EACH THURSDAY	Lewis Browne, well-known author, will be heard, beginning September 16, in interpretative new comments on current events. with particular insight into the leading personalities involved.

PUBLIC AFFAIRS

(Continued)

PROGRAM AND TIME	DESCRIPTION
LABOR DAY TALKS Various hours MONDAY, SEPTEMBER 6	Three talks on aspects of labor are incluc in Columbia's Labor Day schedule. I. Ornburn of the Union Label Trades I partment of the A. F. of L. discusses "Lal Day Banners," 10:45–11:00 a.m. Dr. Chai Stelzle, executive director of the Go Neighbor League, tells "How to Dign Labor," 6:45–7:00 p.m. Secretary of Lal Frances Perkins speaks from Boston "The Meaning of Labor's Day," 10:3 11:00 p.m.
NEW YORK MAYORALTY CAMPAIGN Various dates and hours	A partial schedule of talks on the forthco ing mayoralty campaign of New York C includes during September: SEPTEMBER 7: Senator Royal S. Copelai 12:00–12:15 p.m. SEPTEMBER 9: Mayor Fiorello LaGuard 6:15–6:30 p.m. SEPTEMBER 13: Senator Copeland, 10:3 10:45 a.m. SEPTEMBER 23: Mayor LaGuardia, 5:0 5:30 p.m.
INTERNATIONAL COOPERATIVE ALLIANCE CONGRESS 6:15–6:30 p.m. WEDNESDAY, SEPTEMBER 8	Vianna Tanner, Finance Minister of F land and Howard A. Cowden of the C operative League of the U. S. will spe from Paris on the triennial congress of t Cooperative Alliance being held in that c from September 6 to 9.
PRESS-RADIO NEWS *Various times* DAILY	The Associated Press, United Press and t International News Service gather, and t Press-Radio Bureau edits, the latest nev

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
CONSTITUTION DAY 10:30–11:00 p.m. FRIDAY, SEPTEMBER 17	President Franklin D. Roosevelt speaks at the ceremonies observing the 150th anniversary of the Constitution, from the Sylvan Theatre in Washington.
"FIGHTING CRIME" 6:45–7:00 p.m. EACH SATURDAY	Starting September 11, a new series on crime prevention called "Fighting Crime" is inaugurated on CBS. The speakers during the month are: SEPTEMBER 11: James Bennett, Director of Prisons in the United States Department of Justice. SEPTEMBER 18: Samuel A. Seabury. SEPTEMBER 25: Thomas E. Dewey.
THE CABINET OF THE UNITED STATES 10:30–11:00 p.m. EACH WEDNESDAY	Concluding this month the series of talks by the heads of the United States Cabinet on the plans and progress of their departments, are the following speakers: SEPTEMBER 1: Secretary of State Cordell Hull. SEPTEMBER 8: Wayne C. Taylor, Fiscal Assistant Secretary of the Treasury, speaks during Secretary Morgenthau's absence from the country. SEPTEMBER 15: Assistant Secretary of the Navy Charles Edison speaks during the illness of Secretary Swanson. SEPTEMBER 22: Secretary of Agriculture Henry A. Wallace concludes the series.

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS	OUR AMERICAN NEIGHBORS 5:00–5:30 p.m. EACH SUNDAY	Twenty-two Latin and South Americ countries are being honored in this seri broadcast to both Americas by Columbi short and long wave facilities. Vince Sorey conducts, guest soloists are hear and talks are given by Jerry Lawrence the honored countries. SEPTEMBER 5: Uruguay and Paraguay. *Inst mentalists*—Trio Pamperos. SEPTEMBER 12: Haiti and Dominican Repu lic. *Soloist*—Maria Silveira, soprano SEPTEMBER 19: Dominion of Canada. *Sol ists*—Ruth Carhart and quartet (6:3 7:00 p.m.). SEPTEMBER 26: Argentina and Mexico. *Sol ist*—Graziella Parraga, soprano a guitarist.
	SCIENCE SERVICE 5:15–5:30 p.m. EACH TUESDAY	The Science Service Association of Was ington, D. C. cooperates in scheduling the talks on current developments and p performances in science. This month t guests will be: SEPTEMBER 7: Henry Field of the Field M seum of Natural History, Chicag "Among the Bedouins of Nor Arabia." SEPTEMBER 14: Dr. George K. Pratt, phyc atrist: "The Mental Hygiene of Work SEPTEMBER 21: Dr. Earl Bressman, U. Department of Agriculture: "War Weeds."

PROGRAM AND TIME	DESCRIPTION
DRAMA OF THE SKIES 5:45–6:00 p.m. TUESDAY, SEPTEMBER 7 5:30–5:45 p.m. EACH THURSDAY THEREAFTER	Dorothy Bennett, assistant curator at the Hayden Planetarium, is assisted by the Junior Astronomy Club in presenting this series sponsored by the American Museum of Natural History. SEPTEMBER 7: Broadcast from Saturn. SEPTEMBER 16: The Outer Planets. SEPTEMBER 23: Birth of the Solar System. SEPTEMBER 30: The End of the World.
NEW YORK ACADEMY OF MEDICINE 4:45–5:00 p.m. EACH WEDNESDAY	The New York Academy of Medicine presents during September: SEPTEMBER 1: Dr. Joseph Alexander, Attending Tuberculosis Physician, Vanderbilt Clinic: "The Newer Methods of Treating Tuberculosis." SEPTEMBER 8: Dr. Halford Hallock, Attending Surgeon, N. Y. Orthopedic Hospital: "Posture and Your Health." SEPTEMBER 15: Dr. Louis F. Bishop, Jr., Associate Visiting Physician, Bellevue Hospital: "Acute Indigestion." SEPTEMBER 22: Dr. Arthur C. De Graff, Professor of Therapeutics at N. Y. U.: "What Can Be Done About Heart Disease." SEPTEMBER 29: Dr. Connie M. Guion of Cornell Medical College: "The Effect of Contentment on Health."

EDUCATIONAL PROGRAMS

(Continued)

PROGRAM AND TIME	DESCRIPTION
HAROLD JAMES BOYDEN 4:15–4:30 p.m. WEDNESDAY, SEPTEMBER 1	Mr. Boyden, an officer of the English Spea ing Union, talks from Montreal on " Englishman's View of American Edu tional Experiments."
"WHO SHOULD GO TO COLLEGE?" 7:30–7:45 p.m. THURSDAY, SEPTEMBER 2	Dr. Samuel N. Stevens, director of Nor western University College, and John Nagel, Jr., Secretary of New Students, d cuss the mental and psychological qualifi tions which fit young people for colle
INSTITUTE OF HUMAN RELATIONS 4:15–4:30 p.m. THURSDAY, SEPTEMBER 2 6:45–7:00 p.m. FRIDAY, SEPTEMBER 3	On the general subject of "Public Opini in a Democracy," two more discussions i series of three programs from the Instit of Human Relations at Williamstow Mass., will be given by Henry R. Lu president of Time, Inc., on September 2 a by William E. Dodd, Ambassador to G many, on September 3.
CLASS OF 1941 4:15–4:30 p.m. THURSDAY, SEPTEMBER 16	Interviews with this year's freshman cl will be heard from the campus of Nor western University during the registrati period. The future graduates of '41 will late their academic plans and their reaso for choosing Northwestern.

	PROGRAM AND TIME	DESCRIPTION
ELIGIOUS ADCASTS	CHURCH OF THE AIR 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is conducted each Sunday morning and Sunday afternoon. September starts the seventh consecutive year of this series on the air. Following are the speakers for this month. SEPTEMBER 5: *Morning*—Rev. Howard Stone Anderson, First Congregational Church, Washington, D. C. *Afternoon*—Rabbi Jonah B. Wise, Central Synagogue, New York. SEPTEMBER 12: *Morning*—Rev. Wilson G. Cole, D.D., Pastor of University Methodist Episcopal Church, Syracuse. *Afternoon*—Rev. John F. O'Hara, C.S.C., president of Notre Dame University, South Bend. SEPTEMBER 19: *Morning*—Rev. S. Willis McKelvey, D.D., Second Presbyterian Church, Kansas City, Mo. *Afternoon*—Mr. Harry C. Browne, former First Reader of Second Church of Christ, Scientist, New York. SEPTEMBER 26: *Morning*—Rev. John H. C. Fritz, D.D., Dean of Concordia Seminary (Lutheran), St. Louis. *Afternoon*—Rev. John J. McClafferty, Executive Secretary of the National Legion of Decency, New York.

RELIGIOUS BROADCASTS

(Continued)

PROGRAM AND TIME	DESCRIPTION
FRIENDS WORLD CONFERENCE 5:00–5:30 p.m. FRIDAY, SEPTEMBER 3	From the second world conference of Society of Friends, being held at Swa more and Haverford near Philadelp from September 1 to 8, comes a special p gram during which Herbert G. Wood England, Khalil Totah of Ramallah, Pa tine and Henry Van Etten of Paris v speak for the Quaker groups of those th countries. The Fisk Jubilee Singers as with the rendition of some of their o choral numbers.
ROSH HASHANA 4:00–4:15 p.m. TUESDAY, SEPTEMBER 7	A special Rosh Hashana program under auspices of the United Palestine App presents Judge Morris Rothenberg, co-ch man of the Council of the Jewish Age for Palestine, who discusses "What D the New Year Hold for Jewry?" and mu directed by Rabbi Abraham L. Feinberg Mount Neboh Temple.
DAY OF ATONEMENT SERVICE 4:30–5:00 p.m. TUESDAY, SEPTEMBER 14	A special religious service in observance the Day of Atonement (Yom Kippur) w be broadcast on the eve of this day of exp tion from WKRC, Cincinnati, under auspices of the National Federation Temple Sisterhoods, women's division the Union of American Hebrew Congre tions.

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
NATIONAL SINGLES TENNIS CHAMPIONSHIP Various hours SEPTEMBER 1 THRU 11	In an exclusive CBS series from the West Side Tennis Club, Forest Hills, Ted Husing broadcasts summaries of the semi-final and final matches in the Men's Singles and Women's Singles.
THOMPSON TROPHY AIR MEET Various hours SEPTEMBER 3 AND 6	From Cleveland will be described the opening ceremonies and the flying of the Thompson Trophy Air Meet, in which 10 of the world's fastest planes will race 200 miles.
"GOING TO THE FAIR" 10:00–11:00 p.m. SUNDAY, SEPTEMBER 12	A trans-continental visit to the fairs at Cleveland and Dallas, to the grounds of the forthcoming New York World's Fair, and to the expositions at Toronto and Paris is planned by Columbia's Special Events Department for September 12.
INTERNATIONAL POLO MATCHES Time to be announced SATURDAY, SEPTEMBER 18	The final matches between the American and Argentine polo teams will be reported in a special broadcast from Meadowbrook, Old Westbury, L. I.

SPECIAL EVENTS
(Continued)

PROGRAM AND TIME	DESCRIPTION
AMERICAN LEGION CONVENTION 7:30–8:00 p.m. SATURDAY, SEPTEMBER 18 10:00–11:00 p.m. SUNDAY, SEPTEMBER 19	A picture of the exhaustive preparatio which New York is making for the Am ican Legion Convention of September 2 23 will be described by Bob Trout, who w interview police officials, hotel men, ta drivers, chefs, bartenders and others. May LaGuardia and General James G. Harbo president of the convention, will give br talks. Legion bands throughout the count will be heard in a special program the ne evening.
T. C. U.–OHIO STATE FOOTBALL MATCH Time to be announced SATURDAY, SEPTEMBER 25	Ted Husing, CBS veteran sports report will be at the Ohio State Stadium on Se tember 25 when the Texas Christian U versity eleven meets Ohio State in one the first games of the new football seas
FOOTBALL PREVIEW 10:00–11:00 p.m. SUNDAY, SEPTEMBER 26	A special program featuring the music several college bands and glee clubs, a talks by outstanding football coaches, us ers in the new football season over Colu bia.

PROGRAM AND TIME	DESCRIPTION
MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.–12:30 p.m. EACH SUNDAY	Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family. The Family is assisted by guest stars in the presentation of this informal musical program. Waldo Mayo conducts the "Capitol Family" orchestra.
DAVID ROSS IN "POET'S GOLD" 1:45–2:00 p.m. EACH SUNDAY	This series of verse readings by David Ross, prize announcer, has been heard on Columbia for five years. Ross gives his readings against a background of string music directed by Leon Goldman.
DR. HARRY HAGEN 4:00–5:00 p.m. EACH SUNDAY	Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters. Teams of spellers are paired in unusual combinations so as to increase the spirit of competition and add to the fun of these programs.
HOBART BOSWORTH, DEAN OF HOLLYWOOD 6:15–6:30 p.m. EACH THURSDAY	Hobart Bosworth reminisces of the early, pre-Hollywood movie days and tells stories of the theatre of the Edwin Booth and other eras of a glamorous past. These programs originate in Hollywood.

PERSONALITIES

(Continued)

PROGRAM AND TIME	DESCRIPTION
RICHARD MAXWELL 9:30–9:40 a.m. MONDAY THRU FRIDAY 10:15–10:30 a.m. EACH SATURDAY	Soloist of "Songs of Comfort and Chee Richard Maxwell presents five programs hymns and inspirational songs each we. He was first heard on Columbia in 19. Mr. Maxwell is currently dedicating p- grams to "good neighbors," known a unknown, whom listeners single out honor.
TED MALONE'S "BETWEEN THE BOOKENDS" 2:45–3:00 p.m. MONDAY THRU FRIDAY	Ted Malone brings to the reading of poe a vibrant voice and a deep sincerity wh have won for him one of the widest foll- ings in radio. His recitals are delive against a background of organ music.
MONTANA SLIM 2:30–2:45 p.m. MONDAY, WEDNESDAY, FRIDAY	Out of a repertoire of 700 cowboy so Montana Slim, "The Singing Cowboy," claim 400 as his own compositions. An thentic old cow-hand, he learned his tr on Canadian ranches.
COLONEL JACK MAJOR 3:00–3:30 p.m. EACH MONDAY	Singer, yodeler, whistler, tall-story-tel poetry-reader and hill-billy philosoph young Colonel Jack Major also acts as M- ter of Ceremonies for his half hour ra revue with Freddie Rich's orchestra guest performers.

HILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
SUNDAY MORNING AT AUNT SUSAN'S 9:00–9:55 a.m. EACH SUNDAY	Informal weekly visits with fictional characters written by Nila Mack. Concert music, songs, news and guests make up a children's show which appeals to the whole family.
FUNNY THINGS–NORA STIRLING 5:45–6:00 p.m. EACH MONDAY, WEDNESDAY, FRIDAY	Little-known information about well-known things and an animated orchestra that heckles Miss Stirling are heard on this series of curious facts for curious children. Some of the facts for September concern flutes, tales of the sea, New Year's, trademarks and dowries.
DOROTHY GORDON 5:45–6:00 p.m. EACH TUESDAY, THURSDAY, SATURDAY Beginning September 14	Winner of the Women's National Radio Committee award for the best children's program on the air, Miss Gordon sings on these programs (from her own collection of folk songs) and tells stories in a way that brings their characters to life.
LET'S PRETEND 10:30–11:00 a.m. EACH SATURDAY	The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are: SEPTEMBER 4: Snowdrop and the Seven Dwarfs. SEPTEMBER 11: Three Golden Hairs. SEPTEMBER 18: Flounder in the Sea. SEPTEMBER 25: Jorinda and Joringel.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC	"BLUE VELVET MUSIC" —MARK WARNOW 8:00–8:30 p.m. EACH TUESDAY	Originated and conducted by Mark Warn this new series of "Blue Velvet Music" f tures Hollace Shaw, guest stars, no arrangements of classics, classic versions popular pieces, and a group of "Tu Teasers" for listeners' solution. Among t guests this month are Howard Phillips, D Casino, Ray Heatherton and the Sympho ettes.
	SATURDAY NIGHT SWING CLUB 8:00–8:30 p.m. EACH SATURDAY	With Leith Stevens and Paul Douglas their accustomed places as Swing Sessi band director and swing commentator, the Saturday night gatherings entertain soloists during September, Walter Gro Chick Webb Quintet, Ella Fitzgerald, Al Templeton, Manny Klein, Violet Mele, t Symphonettes, Hazel Scott and others. O September 18, Phil Cohan, Swing Club pr ducer, presents the Raymond Scott Quint in a broadcast from Hollywood.
	HOLLYWOOD SHOW CASE 9:30–10:00 p.m. EACH SATURDAY	Outstanding personalities, promising you players and new talent attempting to w the recognition of the motion picture ca ital are presented on this new series fro Los Angeles. There are also five-minu vignettes of various West Coast CBS ne work shows previously unheard in the Eas Lud Gluskin, CBS West Coast Music Director, is conductor of the series.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
SONG TIME 7:15–7:30 p.m. MONDAY THRU SATURDAY	These new vocal periods feature two outstanding CBS artists daily in novel song presentations. The Saturday period originates from Hollywood, the others from New York. MONDAY: Hollace Shaw and Ray Heatherton. TUESDAY: Ruth Carhart and Bill Perry. WEDNESDAY: Patti Chapin and Howard Phillips. THURSDAY: Doris Kerr and Russell Dorr. FRIDAY: Jack Shannon and guest artist. SATURDAY: Betty Grable and John Payne.
METROPOLITAN PARADE 9:00–9:15 a.m. EACH MONDAY AND FRIDAY	This early morning variety show includes the singing voices of Doris Fisher, Jeanine, and Bob Gibson.
"DEAR COLUMBIA" 9:00–9:25 a.m. EACH TUESDAY	Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block's direction and by guest vocalists.
THEATRE MATINEE 3:00–3:30 p.m. EACH TUESDAY AND THURSDAY	Margaret McCrae, soloist, and guest stars are featured on this afternoon variety show twice each week.
MUSIC IN THE AIR 9:00–9:25 a.m. EACH THURSDAY	The smooth melodies of Leith Stevens' Orchestra, the voices of Claire Sherman and Howard Phillips, and the violin of Buddy Sheppard start the day musically.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC *(Continued)*	MANHATTAN MATINEE 3:00–3:30 p.m. EACH WEDNESDAY	This musical series presents songs, past present, of the Big City. Jeanine and o Columbia artists are featured as soloist
	RUTH AND BILL 10:45–11:00 a.m. EACH MONDAY, WEDNESDAY, FRIDAY	Ruth Carhart and Bill Perry, sweethearts the air, present a program of love so Musical accompaniment is conducted Ray Block.
	DOWN BY HERMAN'S 3:00–3:30 p.m. EACH SATURDAY	From WISN, Columbia's station in M waukee, comes this musical German b garden of robust and sentimental so concert and popular music.
	DALTON BROTHERS, FOUR STARS AND SONG STYLISTS *Various hours*	These harmony groups are featured on Columbia Network throughout the w Each has a distinctive vocal style, and continue to be network favorites of C listeners.
	DANCE ORCHESTRAS 11:00 p.m.–1:00 a.m. MONDAY THRU SUNDAY	America's leading dance bands provid full schedule of current hits and old fav ites to Columbia's listeners throughout week in the late evening hours. The orch tras of Benny Goodman, Ozzie Nels Tommy Dorsey, Ted Fiorito, Roger Pry Count Basie, Jay Freeman, Phil Napole Frankie Masters, Bob Crosby, Frank Dai Bert Block, Herbie Kay, Shep Fiel George Olsen and Guy Lombardo are he during September.

ADDENDA: AUGUST PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following list of *August* programs which were arranged too late for inclusion in last month's issue of this booklet.

AUGUST 4: Ceremonies and sports events celebrating the 147th anniversary of the U. S. Coast Guard were broadcast from Grand Haven, Michigan, 5:00–5:15 p.m.

Dr. John C. A. Gerster discussed the new national cancer legislation and the recently formed Federal Cancer Institute, 5:15–5:30 p.m.

AUGUST 8: Tsune Chi-Yu, Chinese Consul General at New York, spoke on the "Conflict in China," 1:30–1:45 p.m.

AUGUST 11: Professor James L. Palmer of Chicago University presented the viewpoints of teachers and students on "Co-operatives," in a talk sponsored by the University Broadcasting Council of Chicago, 10:45–11:00 p.m.

AUGUST 14: Gary Breckner interviewed football coaches Howard Jones of Southern California, Stanley Smith of West Point, Homer Norton of Texas A. and M., Tom Lieb of Loyola, Bill Spaulding of California and Ted Fehring of Purdue at Catalina Island Coaching School, in a pre-seasonal glimpse of Fall schedules, 6:15–6:30 p.m.

Lewis Browne, author and lecturer, spoke from Los Angeles about the Sino-Japanese conflict in a talk, "Asia on Fire," 6:45–7:00 p.m.

AUGUST 15: The world championship "Soap-Box Derby," run off at Akron, Ohio, under the sponsorship of the Chevrolet Company, was described by Ted Husing, 6:30–7:00 p.m.

AUGUST 16: The Governors of New York and New Jersey, Mayor La Guardia, Grover Whalen and other officials gave brief talks, and Jessica Dragonette and Robert Weede rendered musical selections in the ceremonies attending the dedication of the Theme Center, principal building of the 1939

New York World's Fair, 3:00–3:45 p.m.

Five great Shakespearian stars of the past, including Kate Mayhew, Robert Vivian, Conrad Cantzen, H. Cooper-Cliffe and Burford Hampden, described theatrical experiences of former days in a special program entitled "Shakespeare Today and Yesterday," 5:15–5:30 p.m.

Frank Hedges, Tokyo correspondent for the N.A.N.A. spoke on the "Chinese Conflict as Seen from Tokyo," 7:30–7:45 p.m.

AUGUST 18: President Roosevelt spoke from Roanoke Island at the celebration of the 350th anniversary of the birth of Virginia Dare, first English subject born in America, 4:30–5:00 p.m.

Judge Charles M. Hay, general counsel of the Railway Labor Executives Association, discussed the Railroad Retirement Act, 10:45–11:00 p.m.

AUGUST 19: Henry Harmon Chamberlain, scholar and poet, investigated the vintages of many a familiar *bon mot* under the heading "How Old Are Wise Cracks?" 3:45–4:00 p.m.

AUGUST 20: Senator Joseph F. Guffey (Dem.) of Pennsylvania delivered an address, "Politics and the Supreme Court," 11:30 p.m.–12:00 midnight.

Tom Worthern, manager of KZRM, Manila, described the arrival of refugees from the Shanghai warfare during the three earthquakes which shook Manila, 6:15–6:30 p.m.

AUGUST 21: Tom Worthern was heard in a second program from Manila in which he interviewed refugees and President Manuel Quezon, 6:15–6:30 p.m.

AUGUST 22: A program from the 39th Encampment of the Veterans of the Spanish War was broadcast from Columbus, Ohio, featuring a talk by Judge Leon McCord and music by the Broad St. Presbyterian Choir, 11:05–11:30 p.m.

AUGUST 23: Tadayashi Hitotsumatsu, a member of the Japanese House of Representatives and head of Japan's delegation to the Inter-Parliamentary Congress at Paris, spoke from New York on "Why Japan and China Are in Conflict," 6:45–7:00 p.m.

C. T. Wang, China's Ambassador to the United States, spoke from Washington in place of Madame Chiang Kai-shek whose talk from Shanghai was cancelled, on "Facing the North China Crisis" and read a cablegram from her addressed to American listeners, 7:30–7:45 p.m.

AUGUST 26: *Bernard Herrmann Takes the Baton,* the final August concert in the "Guest Conductors" series, unannounced in last month's issue, featured Mr. Herrmann directing the Columbia Concert Orchestra in works by Handel, Bach, Mozart, Erik Satie, Charles Ives and R. R. Bennett, 8:00–9:00 p.m.

AUGUST 27: Dr. James T. Shotwell, on the anniversary of the signing of the Kellogg Pact, spoke on "Nine Years After the Pact to Outlaw War," 7:30–7:45 p.m.

Senator Theodore Green (Dem.) of Rhode Island presented a resume of Congressional action during the past session in a talk, "The New Deal and the Past Session," 10:45–11:00 p.m.

AUGUST 29: Following a talk on August 15 on "What I Saw in Rebel Spain," H. V. Kaltenborn, expert CBS commentator, spoke from Paris on "What I Saw in Loyalist Spain," 2:00–2:15 p.m.

The Madrigal Singers, a group of 24 mixed voices directed by Lehmann Engel, were heard in a special choral concert which included music by Elizabethan and French composers and by Charles Ives, 10:30–11:00 p.m.

AUGUST 30: Bringing to a brilliant conclusion the *Columbia Shakespearian Cycle* of eight plays, a special transcontinental program of "Curtain Calls" presented a roster of outstanding stage and screen stars who enacted leading roles in the series. The cast of "Twelfth Night," concluding play of the Cycle, was heard from New York following the presentation of that drama, and Cecil B. de Mille, director of the Lux Radio Theatre, spoke from Hollywood, 10:30–11:00 p.m.

AUGUST 31: Bob Trout, CBS announcer and commentator, interviewed a group of foreign Girl Scouts and Girl Guides gathered at the Silver Jubilee Encampment in Briarcliff Manor, New York, 4:45–5:00 p.m.

In a program sponsored by the Fisher Body Division of the General Motors Corporation, the four university scholarships awarded annually as a result of its international craftsmanship competition were announced and the winners presented. Lowell Thomas served as master of ceremonies and other speakers included William S. Knudsen, Charles P. Kettering, W. A. Fisher, and Daniel Beard, 8:30–9:00 p.m.

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LLYWOOD SHOW CASE • JACK BERCH AND HIS

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OCTOBER 1937

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SOR QUIZ · PICK AND PAT · SILVER THEATRE · SATURDAY NIGHT SERENADE WITH MARY EAST
OAKIE'S COLLEGE · KATE SMITH HOUR · LADY ESTHER PRESENTS WAYNE KING'S ORCHESTRA
COVERS HOLLYWOOD · NEW YORK PHILHARMONIC-SYMPHONY ORCHES
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CBS SPONSORED AND SUSTAINING PROGRAMS

OCTOBER 1937

published monthly for advertising executives by

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

Columbia Network clients and their products, as of October 1, 1937, are here indexed by industries. On the following pages they are listed alphabetically by name, with product, program title and talent, broadcasting time†, advertising agency, and the total number of weeks each advertiser has used CBS facilities.

AUTOMOTIVE

CHEVROLET MOTOR COMPANY:
Chevrolet cars . . . . . . *Page 5*

CHRYSLER CORPORATION:
DeSoto, Dodge, Plymouth. Chrysler cars . . . . *Page 5*

FORD MOTOR COMPANY:
Ford, Lincoln and Lincoln Zephyr cars . . . . *Page 7*

HUDSON MOTOR CAR COMPANY:
Hudson and Terraplane Motor cars . . . . *Page 11*

NASH-KELVINATOR CORPORATION:
Nash Motor cars . . . . *Page 13*

PONTIAC MOTOR COMPANY:
Pontiac cars . . . . *Page 15*

CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes . . . *Page 3*

BROWN & WILLIAMSON TOBACCO CORPORATION:
Sir Walter Raleigh Tobacco, Avalon Cigarettes . . . . . . *Page 3*

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfields, Granger Tobacco . *Page 13*

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes . . . *Page 15*

R. J. REYNOLDS TOBACCO COMPANY:
Camels, Prince Albert Tobacco . *Page 17*

U. S. TOBACCO COMPANY:
Model Pipe Tobacco . . . . *Page 19*

CONFECTIONERY

WM. WRIGLEY JR. COMPANY:
Wrigley's Gum . . . . *Page 19*

DRUGS & TOILET GOODS

AMERICAN HOME PRODUCTS COMPANY:
Edna Wallace Hopper Cosmetics, Anacin, Kolynos Toothpaste . . *Page 3*

COLGATE-PALMOLIVE-PEET COMPANY:
Colgate Dental Powder, Palmolive Shave Cream, Palmolive Soap, Colgate Rapid Shave Cream . . *Page 5*

F & F LABORATORIES, INC.:
F & F Cough Drops . . . . . *Page 7*

LADY ESTHER COMPANY:
Cosmetics . . . . *Page 11*

LAMBERT PHARMACAL COMPANY:
Listerine Toothpaste . . . . . *Page 11*

LEHN & FINK PRODUCTS COMPANY:
Hind's Honey and Almond Cream, Lysol, Pebeco Toothpaste, Tussy Lipstick . . . . *Page 11*

LEVER BROTHERS COMPANY:
Lux Toilet Soap and Lifebuoy . . *Page 13*

RAYMONDS, INC.:
Doña Ray Cosmetics, Nu-Ray Machineless Permanent Wave . . *Page 17*

STERLING PRODUCTS, INC.:
Bayer Aspirin . . . . *Page 17*

VICK CHEMICAL COMPANY:
Vicks VapoRub, Vicks Va-tro-nol . *Page 19*

FINANCIAL

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION:
Banking Service . . . . *Page 3*

BENEFICIAL MANAGEMENT CORPORATION:
Personal Loans . . . . *Page 3*

†All time listed in the following pages is current New York Time, unless otherwise indicated.

FOODS & BEVERAGES

CAMPBELL SOUP COMPANY:
Campbell's Soups, Campbell's Beans, Campbell's Tomato Juice . . *Page 5*

THE COCA-COLA COMPANY:
Coca-Cola . . . . *Page 5*

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread and Hostess Cake . *Page 7*

R. B. DAVIS COMPANY:
Cocomalt . . . . *Page 7*

DURKEE'S FAMOUS FOODS, INC.:
Food Products . . . . *Page 7*

THE FLORIDA CITRUS COMMISSION:
"Florida" Grapefruit, Oranges and Tangerines . . . . . . *Page 7*

GENERAL BAKING COMPANY:
Bond Bread . . . . *Page 9*

GENERAL FOODS CORPORATION:
Swan's Down Cake Flour, Calumet Baking Powder, Sanka Coffee, Minute Tapioca . . . . . . *Page 9*

GENERAL MILLS, INC.:
Wheaties, Bisquick, Gold Medal Kitchen-Tested Flour and Softasilk *Page 9*

H. J. HEINZ COMPANY:
57 Varieties . . . . *Page 11*

LEVER BROTHERS COMPANY:
Spry . . . . *Page 13*

PET MILK SALES CORPORATION:
Irradiated Pet Milk . . . . . *Page 15*

LAUNDRY SOAPS & ACCESSORIES

AMERICAN HOME PRODUCTS COMPANY:
Old English Floor Wax . . . *Page 3*

COLGATE-PALMOLIVE-PEET COMPANY:
Super Suds and Concentrated Super Suds . . . . *Page 5*

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser . . . . . *Page 7*

FELS & COMPANY:
Fels Naptha Soap . . . . . *Page 7*

J. B. FORD COMPANY:
"Wyandotte" Cleaning Products . *Page 9*

KIRKMAN & SON, INC.:
Kirkman's Soap . . . . *Page 11*

LEVER BROTHERS COMPANY:
Rinso . . . . *Page 13*

LUBRICANTS

ATLANTIC REFINING COMPANY:
White Flash Gasoline and Atlantic Motor Oils . . . . . *Page 3*

BARNSDALL REFINING CORPORATION:
Petroleum Products . . . . . *Page 3*

GULF OIL CORPORATION:
Motor Oil and Gas . . . . . *Page 9*

PHILLIPS PETROLEUM COMPANY:
Phillips 66, Ethyl, etc. . . . . *Page 15*

RIO GRANDE OIL, INC.:
Petroleum Products . . . . . *Page 17*

SKELLY OIL COMPANY:
Petroleum Products . . . . . *Page 17*

STEWART-WARNER CORPORATION:
Alemite . . . . *Page 17*

THE TEXAS COMPANY:
"Texaco" Products . . . . . *Page 17*

MISCELLANEOUS

THE CARBORUNDUM COMPANY:
Abrasives . . . . *Page 5*

E. I. DU PONT DE NEMOURS & COMPANY:
Institutional Advertising . . . *Page 7*

INTERNATIONAL SILVER COMPANY:
1847 Rogers . . . . *Page 11*

PUBLISHERS

TIME, INC.:
Time and Life . . . . *Page 19*

RADIOS & REFRIGERATORS

PHILCO RADIO & TELEVISION CORPORATION:
Philco Radios and Radio Accessories . . . . *Page 15*

STEWART-WARNER CORPORATION:
Radios, Refrigerators . . . . *Page 17*

PROGRAMS "BY COLUMBIA" . . . . *Pages 21–45*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AMERICAN HOME PRODUCTS CO.	Edna Wallace Hopper Cosm Anacin Old English Floor Wax Kolynos Toothpaste
AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes
ATLANTIC REFINING COMPANY	White Flash Gasoline, Atlantic Motor Oil
BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION	Banking Service
BARNSDALL REFINING CORP.	Petroleum Products
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BROWN & WILLIAMSON TOBACCO CORP.	Sir Walter Raleigh Tobacc Avalon Cigarettes

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†Columbia Pacific Network On
††Columbia New England Netw

PROGRAM	TIME	AGENCY	ON CBS*
e Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	199 Weeks
r Gal Sunday *Serial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		27 Weeks
r Gal Sunday *Serial drama*	Thurs. and Fri. 12:45–1:00 p.m.		173 Weeks
nmerstein Music Hall with l Hammerstein as MC, y Mann and guest stars *Variety show*	Friday 8:00–8:30 p.m.		321 Weeks
ky Strike Presents "ur Hit Parade", with A Goodman's Orchestra *Popular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	74 Weeks
ky Strike Presents E vin C. Hill in "Your News P ade" *News commentator*	Mon. thru Fri. 12:15–12:30 p.m.		
H y Cross Football Schedule *Play by play description*	††Saturday 1:45–4:30 p.m.	N. W. Ayer & Son, Inc.	92 Weeks
F tball Forecasts	††Friday 6:15–6:30 p.m.		
N vs Time with Sam Hayes *News broadcast*	†Sun. thru Fri. 10:00–10:15 p.m. PST	Charles R. Stuart	17 Weeks
T Fun Bug, with Billy Franz, M e Chorus and Orchestra *Comedy and music*	Sunday 2:00–2:30 p.m.	Co-Operative Advertising, Inc.	91 Weeks
Y r Unseen Friend, with H ry Salter's Orchestra *Dramatizations and music*	Saturday 8:00–8:30 p.m.	Albert Frank–Guenther Law, Inc.	52 Weeks
N l O'Hara's Radio Gazette *News broadcast*	††Mon. and Fri. 7:30–7:45 p.m.	Batten, Barton. Durstine & Osborn, Inc.	14 Weeks

★ *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
THE CARBORUNDUM COMPANY	Abrasives
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream Palmolive Soap Super Suds and Concentrate Super Suds

††*Columbia New England Netwo*

PROGRAM	TIME	AGENCY	ON CBS*
ollywood Hotel, with en Murray and "Oswald", guest ars; Frances Langford; Jerry ooper; Anne Jamison; Raymond ige's Orchestra *Dramatic musical revue with guest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	152 Weeks
he Carborundum Band, Edward 'Arna, conductor; Francis Bowan, commentator *Band music and Indian legends* (Beginning October 16)	Saturday 7:30–8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	144 Weeks
omantic Rhythms, with Seymour mon's Orchestra, Sally Nelson d Barry McKinley; Basil Ruysle, announcer *Musical*	Sunday 6:30–7:00 p.m.	Campbell-Ewald Company	66 Weeks
ajor Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	82 Weeks
oca-Cola Presents he Songshop", starring itty Carlisle, Frank Crumit, Reed ennedy, Alice Cornett, Songshop uartet, Glee Club and Gustav aenschen and Orchestra *Musical*	Friday 10:00–10:45 p.m.	D'Arcy Advertising Co., Inc.	30 Weeks
ang Busters with Phillips Lord *Police-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	90 Weeks
lmolive Beauty Box Theatre, ith Jessica Dragonette and harles Kullman *Operetta and light music*	Wednesday 9:30–10:00 p.m.		90 Weeks
yrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. Rebr. 4:00–4:15 p.m.		83 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess C
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
F & F LABORATORIES, INC.	F & F Cough Drops
FELS & COMPANY	Fels Naptha Soap
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Orang Tangerines
FORD MOTOR COMPANY	Ford, Lincoln and Lincoln Zephyr Motor Cars

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
tty Kitty Kelly *erial drama*	Mon. thru Fri. 10:00–10:15 a.m. Rebr. 4:15–4:30 p.m.	Benton & Bowles, Inc.	134 Weeks
Ba helor's Children *erial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	144 Weeks
o Penner, with ny Grier's Orchestra *omedy and music*	Sunday 6:00–6:30 p.m.	Ruthrauff & Ryan, Inc.	173 Weeks
Ca lcade of America, with D Voorhees' Orchestra *ramatizations and music*	Wednesday 8:00–8:30 p.m. Rebr. 12 mid.–12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	116 Weeks
G d Afternoon Neighbor, with To Breneman and orchestra *rial drama and music*	†Tues. and Fri. 2:45–3:00 p.m. PST	Botsford, Constantine & Gardner	69 Weeks
Je y Peabody *rial drama*	Mon., Wed., Fri. 3:30–3:45 p.m.	Blackett-Sample-Hummert, Inc.	Starts Oct. 18
Ja Berch and His Boys *calist with orchestra*	Mon., Wed., Fri. 9:30–9:45 a.m.	Young & Rubicam, Inc.	124 Weeks
Em y Post, Ho to Get the Most Out of Life *lks*	Tues. and Thurs. 10:30–10:45 a.m.	Ruthrauff & Ryan, Inc.	Starts Oct. 19
Su lay Evening Hour, Ford Symph ny Orchestra and Chorus, Jose Itu bi, conductor; Guest Soloists *mphonic music, and talks by* J. Cameron	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	191 Weeks
Al earce and His Gang in Wa h the Fun Go By *medy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12 mid.–12:30 a.m.		

★ T figures indicate the total number of weeks i which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
J. B. FORD COMPANY	"Wyandotte" Cleaning Proc
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	Sanka Coffee
	Swans Down Cake Flour, Calumet Baking Powder
	Minute Tapioca
GENERAL MILLS, INC.	Wheaties, Bisquick, Gold M Kitchen-Tested Flour and Sc
GULF OIL CORPORATION	Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON CBS*
P ticoat of the Air *Serial drama*	Tues. and Thurs. 2:00–2:15 p.m.	N. W. Ayer & Son, Inc.	16 Weeks
B nd Bakers Present C y Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	351 Weeks
W, the People *Radio Listeners' Committee,* Gabriel Heatter, *chairman, present real-life experiences*	Thursday 7:30–8:00 p.m. Rebr. 10:30–11:00 p.m.	Young & Rubicam, Inc.	136 Weeks
K e Smith Hour, with H nry Youngman, Comedian; Jim C wley, Football Forum; Jack M ler's Orchestra; Dramas and G est Stars *Variety show*	Thursday 8:00–9:00 p.m. Rebr. 11:15–12:15 a.m.		
M ry Margaret McBride *Radio columnist*	Mon., Wed., Fri. 12 noon–12:15 p.m.		
G d Medal Feature Hour Betty and Bob *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	343 Weeks
Hymns of All Churches *Choir*	Mon., Tues., Thu. 1:15–1:30 p.m.		
Betty Crocker *Cooking expert*	Wed and Fri. 1:15–1:30 p.m.		
Arnold Grimm's Daughter *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m.		
Hollywood in Person Capt. Bob Baker, *commentator*	1:45–2:00 p.m.		
P l Baker, with Oscar Bradley's C hestra, and Guest Star *Variety show*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	190 Weeks

★ *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
H. J. HEINZ COMPANY	"57 Varieties" Pure Food P
HUDSON MOTOR CAR COMPANY	Hudson and Terraplane Mo
INTERNATIONAL SILVER COMPANY	1847 Rogers
KIRKMAN & SON, INC.	Kirkman's Soap
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste
LEHN & FINK PRODUCTS COMPANY	Lysol
	Pebeco Toothpaste
	Hind's Honey and Almond
	Tussy Lipstick

†*Columbia Pacific Network O*

PROGRAM	TIME	AGENCY	ON CB
Ieinz Magazine of the Air Carol Kennedy's Romance *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. Rebr. 3:15–3:30 p.m.	Maxon, Inc.	82 Weeks
Julia Sanderson and Frank Crummit; B. A. Rolfe's Orchestra; Guest; Bill Adams, Food Editor	Wed. and Fri. 11:00–11:15 a.m. Rebr. 3:00–3:15 p.m.		
Iobby Lobby, with Dave Elman, nterviewer; Hudson Orchestra *Musical and interviews*	Wednesday 7:15–7:45 p.m. Rebr. 10:30–11:00 p.m.	Brooke, Smith & French, Inc.	30 Weeks
ilver Theatre, with Rosalind ussell and James Stewart; onrad Nagel, director and arrator *Dramatic*	Sunday 5:00–5:30 p.m.	Young & Rubicam, Inc.	2 Weeks
ack and Loretta *Songs and Patter*	Mon. thru Fri. 2:15–2:30 p.m.	N. W. Ayer & Son, Inc.	21 Weeks
Vayne King's Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Lord and Thomas	108 Weeks
he Newlyweds *Serial drama*	†Mon. thru Fri. 12:45–1:00 p.m. PST	Lambert & Feasley, Inc.	17 Weeks
r. Allan Roy Dafoe *Talks*	Mon., Wed., Fri. 4:45–5:00 p.m.	Lennen & Mitchell, Inc.	64 Weeks
ollow the Moon, with lsie Hitz and Nick Dawson *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m.		147 Weeks
ife of Mary Sothern *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m.	William Esty & Company, Inc.	65 Weeks
Iawaiian Paradise *Serial drama, with music*	Mon., Wed., Fri. 5:30–5:45 p.m. PST		

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Spry
	Rinso and Lifebuoy
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields & Granger Tobacco
NASH-KELVINATOR CORPORATION	Nash Motor Cars

PROGRAM	TIME	AGENCY	ON CBS★
T Lux Radio Theatre, w stars of stage and screen *ramatic;* Cecil B. De Mille, *director*	Monday 9:00–10:00 p.m.	J. Walter Thompson Company	105 Weeks
B Sister *erial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.	Ruthrauff & Ryan, Inc.	55 Weeks
A t Jenny's Real Life Stories *ramatic*	Mon. thru Fri. 11:45 a.m.–12 noon Rebr. 2:15–2:30 p.m.		37 Weeks
A olson Show with Martha Raye, P kyakarkus, Victor Young's O hestra and guest stars *omedy and music*	Tuesday 8:30–9:00 p.m. Rebr. 11:30 p.m.–12:00 mid.		71 Weeks
C sterfield Presents G st Star with Andre Kostelanetz' C cert Orchestra; Deems Taylor, C nmentator; Paul Douglas, Ann ncer *rchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	245 Weeks
M sic from Hollywood, with Alice F e and Hal Kemp's Orchestra *opular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.		
E lie Dooley's Last-Minute F tball News *cores, forecasts, guests*	Thu. and Sat. 6:30–6:45 p.m. Rebr. 8:30–8:45 p.m.		24 Weeks
P fessor Quiz, with B Trout *uestions and answers*	Saturday 9:00–9:30 p.m. Rebr. 12:00–12:30 a.m.	Geyer, Cornell & Newell, Inc.	30 Weeks

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★ *e figures indicate the total number of weeks which the client has used CBS facilities*

CLIENT	PRODUCT
PET MILK SALES CORPORATION	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios and Radio A
PHILIP MORRIS & CO., LTD.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.
PONTIAC MOTOR COMPANY	Pontiac Cars

PROGRAM	TIME	AGENCY	ON CBS
ary Lee Taylor, ome economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3–3:15 p.m.	Gardner Advertising Company	108 Weeks
aturday Night Serenade, with ary Eastman, soprano; Bill erry, tenor, and Gustav Haenchen's Orchestra	Saturday 9:30–10:00 p.m.		
oake Carter *News commentator*	Mon., Wed., Fri. 7:45–8:00 p.m. Rebr. 11:15–11:30 p.m.	Hutchins Advertising Co., Inc.	324 Weeks
ohnnie Presents Russ Morgan's rchestra, Charles Martin's Cir- umstantial Evidence Thrills, ocalists and mixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12 p.m.	The Biow Company, Inc.	59 Weeks
hillips Poly Follies with en Feld's Orchestra *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	71 Weeks
ews Through a Woman's Eyes— athryn Cravens *News comments and interviews*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	99 Weeks

★*The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
RAYMONDS, INC.	Doña Ray Cosmetics, Nu-Ray Machineless Permanent Wave
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes and Prince Albert Smoking Toba
RIO GRANDE OIL, INC.	Petroleum Products
SKELLY OIL COMPANY	Petroleum Products
STERLING PRODUCTS, INC.	Bayer Aspirin
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerato
THE TEXAS COMPANY	"Texaco" Petroleum Produc

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
loyd Pantages Covers Hollywood *News comments*	Sunday 2:30–2:45 p.m. Rebr. 11:00–11:15 p.m.	Milton Weinberg Advertising Company	Starts Oct. 1
ack Oakie's College, with enny Goodman's Swing Band; Villiam Austin, impersonations *Music and guest stars*	Tuesday 9:30–10:30 p.m.	William Esty & Company, Inc.	222 Weeks
alling All Cars *Drama and music*	†Tuesday 7:30–8:00 p.m. PST	Hixson-O'Donnell, Inc.	212 Weeks
kelly Court of Missing Heirs *Dramatic*	Monday 7:00–7:30 p.m.	Blackett-Sample-Hummert, Inc.	Starts Oct. 1
amous Actors' Guild Present Second Husband" starring lelen Menken *Dramatic*	Tuesday 7:30–8:00 p.m.	Blackett-Sample-Hummert, Inc.	316 Weeks
lemite Half Hour, with orace Heidt's Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	134 Weeks
exaco Town, with Eddie Cantor, eanna Durbin, Pinky Tomlin, 'Saymore Saymore", Jimmy Vallington, Jacques Renard and lis Orchestra *Comedy and music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30 p.m.–12 mid.	Buchanan and Company, Inc.	54 Weeks

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The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
TIME, INC.	Time, Life Magazines
U. S. TOBACCO COMPANY	Model Pipe Tobacco
VICK CHEMICAL COMPANY	Vicks VapoRub, Vicks Va-tro-nol
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
e March of Time *News dramatizations*	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	136 Weeks
ck and Pat in Pipe Smoking Time th Benny Kreuger's Orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	122 Weeks
icks Open House, with annette MacDonald and sef Pasternack's Orchestra d Chorus *Musical*	Sunday 7:00–7:30 p.m.	Morse International, Inc.	72 Weeks
icks Presents Tony Wons and is Scrapbook *Talks and readings*	Mon., Wed., Fri. 10:30–10:45 a.m.		
etic Melodies, with ck Fulton, tenor; Franklyn acCormack, reader; and rlton Kelsey's Orchestra *Poetry readings and light music*	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff. Inc.	279 Weeks
attergood Baines *Serial drama*	†Mon. thru Fri. 8:00–8:15 p.m. PST		

The figures indicate the total number of weeks in which the client has used CBS facilities.

PROGRAMS "BY COLUMBIA"

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS . . . . . . *Page 22*
2. EDUCATIONAL PROGRAMS . *Page 25*
3. DRAMATIC SERIES . . . . *Page 29*
4. SERIOUS MUSIC . . . . . . *Page 30*
5. CHILDREN'S PROGRAMS . . *Page 35*
6. SPECIAL EVENTS . . . . . . *Page 36*
7. RELIGIOUS BROADCASTS . *Page 37*
8. PERSONALITIES . . . . . . *Page 38*
9. LIGHT MUSIC . . . . *Page 39*

ADDENDA: SEPTEMBER PROGRAMS . *Page 41*

The programs "By Columbia" for October are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
SINO-JAPANESE CONFLICT 10:45–11:00 p.m. FRIDAY, OCTOBER 1 6:15–6:30 p.m. WEDNESDAY, OCTOBER 6	In a series of broadcasts on the current crisis in the Far East, Columbia has presented 24 authoritative speakers since July 17, including some from the actual scene of warfare (see *Addenda,* pages 41–45). Similar broadcasts are planned throughout this and coming months as significant developments occur. The following speakers were scheduled, at press time, for the first week of October. OCTOBER 1: Dr. Hu-Shih, noted Chinese philosopher and his country's unofficial representative-at-large, speaks from San Francisco on "Can China Win?" OCTOBER 6: From Tokyo Admiral Kichisaburo Nomura, president of the School of Peers, presents the Japanese viewpoint.
SUNDAY NEWS AND REVIEWS 10:30–11:00 p.m. EACH SUNDAY	A trio of expert commentators on public affairs combine their reporting talents on this new weekly series of "Sunday News and Reviews." H. V. Kaltenborn, veteran commentator, analyzes foreign news; a guest speaker of authority discusses domestic events; and Bob Trout, announcer, presents a resume of the day's news. The Columbia Symphony Orchestra provides musical interludes.
PRESS-RADIO NEWS *Various times* *DAILY*	The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

PUBLIC AFFAIRS

(Continued)

PROGRAM AND TIME	DESCRIPTION
JOHN B. WHITTON 7:30–7:45 p.m. FRIDAY, OCTOBER 1	In an international broadcast from Genev John B. Whitton, visiting professor at th Institute of National Students at Genev explains "The League of Nations' Effor in Behalf of China and Spain."
JUSTICE HUGO L. BLACK 9:30–10:00 p.m. FRIDAY, OCTOBER 1	Following his arrival in America from h trip abroad, Supreme Court Justice Hugo Black delivers an address to the nation.
DR. BUTLER 1:30–1:45 p.m. SUNDAY, OCTOBER 3	Dr. Nicholas Murray Butler, president o Columbia University, speaks on econom cooperation and its relation to peace.
LEGAL AID SOCIETY 6:45–7:00 p.m. MONDAY, OCTOBER 4 WEDNESDAY, OCTOBER 6	Two talks this month explain the work an aims of the Legal Aid Society in furnis ing counsel to the needy. OCTOBER 4: Harrison Tweed, president o the Legal Aid Society: "What Leg Aid Means to the Poor." OCTOBER 6: Charles Evans Hughes, Jr., fo mer U. S. Solicitor General: "Meetin the Need for Legal Aid to the Poor
PRESIDENT ROOSEVELT 12:00 noon–12:15 p.m. TUESDAY, OCTOBER 5	President Franklin D. Roosevelt, returnin from his Northwestern tour, speaks at t dedication of Outer Drive Link Bridg Chicago.
REP. SAMUEL DICKSTEIN 6:45–7:00 p.m. TUESDAY, OCTOBER 5	Representative Samuel Dickstein (Dem of New York, a member of the Congre sional committee investigating alien group discusses "Un-American Activities."

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
PAUL B. SOMMERS 10:45–11:00 p.m. WEDNESDAY, OCTOBER 6	President of the National Board of Fire Underwriters, Paul B. Sommers speaks on the educational campaign undertaken during International Fire Prevention Week.
PROF. C. E. MERRIAM 4:15–4:30 p.m. THURSDAY, OCTOBER 7	At Chicago, Professor Charles E. Merriam addresses the National Federation of Business and Professional Women's Clubs on "Our Town's Business."
CHARLES P. TAFT, 2ND 7:30–7:45 p.m. MONDAY, OCTOBER 11	From Cincinnati, Charles Phelps Taft, 2nd speaks on the occasion of the Founders' Day of the Y.M.C.A. on "Pioneering with Youth."
REP. HAMILTON FISH 10:45–11:00 p.m. TUESDAY, OCTOBER 12	Representative Hamilton Fish, Jr. of New York (Rep.) is heard in a discussion entitled "How the Stock Market Reflects the Failure of the New Deal Economic Policy."
MRS. ROOSEVELT 10:45–11:00 p.m. FRIDAY, OCTOBER 15	From Washington, Mrs. Franklin D. Roosevelt addresses the Camp Fire Girls, gathered at their Silver Jubilee dinners throughout the land, on "Let Your Daughter Grow Up."
"THE VOICE OF TOLERANCE" 10:45–11:00 p.m. FRIDAY, OCTOBER 22	The Fair Play Radio League, a group of citizens of all faiths who join in the promotion of religious and racial tolerance, presents Rabbi William F. Rosenblum.

PROGRAM AND TIME	DESCRIPTION

EDUCATIONAL PROGRAMS

AMERICAN SCHOOL OF THE AIR

2:30–3:00 p.m.
MONDAY THRU FRIDAY
Beginning October 18

The ninth consecutive season of the *Am* *ican School of the Air* presents an expan schedule in which the National Educati Association, the Progressive Educati Association, the national councils of Tea ers of English and of Geography, the Jun Program group, and the National Vo tional Guidance Association cooperate.

MONDAYS: *History,* "Exits and Entrance Shepard Stone of the New York Ti comments on Current Events, speak from London, on October 18 and

TUESDAYS: *Literature, Music.* October 19: Max Eastman talks "American Humor." October 26: M sical lesson, "The Pipes of Pan and Trumpets of Mars."

WEDNESDAYS: *Geography.* October 20: Alaska and Far North Agriculture. October 27: The Col bia River's Cities, Dams and Dese

THURSDAYS: *Primary Music, Literature.* first fifteen minutes of the program Dorothy Gordon's "Songs for C dren." October 21: "An Autumn I in the Woods." October 28: "Bird C and Songs."

The final fifteen minutes are prepa by Junior Programs—October "The Magic Emerald." October "The Enchanted Garden."

PROGRAM AND TIME	DESCRIPTION
AMERICAN SCHOOL OF THE AIR *(Continued)*	FRIDAYS: *Vocational Guidance, Science.* October 22 (2:30–2:45 p.m.): "Who Can Give Us Sound Vocational Guidance?" October 29: "Help Yourself to Guidance from the Library Shelf." October 22 (2:45–3:00 p.m.): "How Plants Make Life." October 29: "How Water Gets into Plant Roots."
NEW HORIZONS 6:15–6:30 p.m. EACH MONDAY	Famous scientists and explorers unite in presenting this new series of vivid accounts of adventure in far places. The American Museum of Natural History cooperates. OCTOBER 4: Dr. Vilhjamar Stefansson speaks on "Transarctic Aviation," introduced by A. Perry Osborn, executive director of the Ten Year Development Plan of the Museum. OCTOBER 11: Dr. Walter Granger discusses "The Baluchitherium." OCTOBER 18: Dr. Roy Chapman Andrews talks on "Ancient Man in Asia." OCTOBER 25: Ellsworth Jaeger, naturalist, on "The Woodland Symphony."
THE STORY OF INDUSTRY 4:30–5:00 p.m. EACH TUESDAY Beginning October 19	The U. S. Department of Commerce this month resumes its presentation of "The Story of Industry." Harry R. Daniel again acts as narrator and each talk contains short episodes in dramatized form. The series also includes talks by the Business Advisory Council of the Department. OCTOBER 19: The Story of Furniture. OCTOBER 26: The Story of Glass.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

(Continued)

PROGRAM AND TIME	DESCRIPTION
SCIENCE SERVICE 5:30–5:45 p.m. EACH TUESDAY	The Science Service Association of W ington, D. C. cooperates in scheduling t talks. OCTOBER 5: Miss F. E. Harris, U. S. Dep ment of Commerce: "Salt Throug Earth." OCTOBER 12: Herbert W. Krieger, Sm sonian Institute: "Indians Who Columbus." OCTOBER 19: William Vogt, editor *Lore:* "Counting Bird Noses." OCTOBER 26: Carl Whiting Bishop, F Gallery of Art: "Ancient China."
NEW YORK ACADEMY OF MEDICINE 4:30–4:45 p.m. WEDNESDAY, OCTOBER 6 3:45–4:00 p.m. EACH WEDNESDAY THEREAFTER	The New York Academy of Medicine sents during October: OCTOBER 6: Dr. W. J. Stainsby, Assis Professor of Medicine, Cornell: "J ble Puzzle of Rheumatism." OCTOBER 13: Dr. Russell L. Cecil, Profe of Clinical Medicine, Cornell: "I enza and Pneumonia." OCTOBER 20: Dr. Lloyd S. Craver, Att ing Physician at Memorial Hosp "Your Lymphatic Glands." OCTOBER 27: Dr. Homer F. Swift, men of Rockefeller Institute for Me Research: "Rheumatic Heart Dise ."
DRAMA OF THE SKIES 5:30–5:45 p.m. EACH THURSDAY	The Junior Astronomy Club assists on series sponsored by the American Mus of Natural History. OCTOBER 7: The Northern Lights. OCTOBER 14: Comets. OCTOBER 21: Meteors. OCTOBER 28: Cosmic Rays.

UCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
"FIGHTING CRIME" 6:45–7:00 p.m. EACH SATURDAY	Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are: OCTOBER 2: Brien McMahon, assistant U. S. Attorney General in charge of criminal prosecution. OCTOBER 9: Judge Rush L. Holland is interviewed by Mrs. Hereford Dugan on "Fingerprints." OCTOBER 16: Howard Gill, secretary of the Interstate Prison Compact. OCTOBER 23: Harry Anslinger, Commissioner of Narcotics for the Treasury Department, discusses "Marijuana and Crime." OCTOBER 30: Judge Eugene Sykes is scheduled to speak on "Radio and Crime Prevention."
NATIONAL STAMP EXHIBITION 2:00–2:15 p.m. SUNDAY, OCTOBER 3	A special broadcast in connection with the 1937 National Stamp Exhibition of the New York Museum of Science and Industry presents Director Ernest A. Kehr and his guest, Robert E. Fellers, chief of the Division of Stamps at Washington.
HOUSING PROBLEMS 10:45–11:00 p.m. TUESDAY, OCTOBER 5 FRIDAY, OCTOBER 8	OCTOBER 5: Dr. C. E. A. Winslow, Professor of Public Health, Yale University School of Medicine, discusses "Housing and Health." OCTOBER 8: Clarke G. Dailey, president of the Real Estate Board of New York, proposes "New Homes for Old."

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	THE COLUMBIA WORKSHOP 8:00–8:30 p.m. EACH SUNDAY	*The Columbia Workshop,* now in its seco year, continues to present unusual rac dramas, employing the latest broadcasti techniques, in experiments to widen t scope of the art. During the past mon Irving Reis, permanent director of t Workshop, visited European radio studi and presented his first foreign progran On October 3, William N. Robson, gu director, presents Part II of his radio v sion of Lewis Carrol's "Alice in Wond land." During the remainder of the mor Mr. Reis presents experimental progra based on his researches abroad. Later in t Fall, original scripts now being writt especially for the *Workshop* by sever prominent poets and dramatists are to produced. Arrangements have also be made with the British Broadcasting Co pany to present several of their inter tional programs.
	"BRAVE NEW WORLD" 10:30–11:00 p.m. EACH MONDAY Introductory Program SUNDAY, OCTOBER 31	The history of South America, as rep sented in the lives of its great heroes, is be dramatized in a series of weekly ha hour broadcasts presented with the coop ation of the United States Office of Edu tion. Irving Reis directs the distinguish cast of actors who will perform in the ser and Victor Bay conducts the orchestra. October 31 a special program introduci the series presents Secretary of State C dell Hull and Dr. Samuel Guy Inman, La American authority.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
EVERYBODY'S MUSIC 3:00–4:00 p.m. SUNDAY, OCTOBER 3 3:00–5:00 p.m. SUNDAY, OCTOBER 17	Two broadcasts during October conclude this Sunday afternoon feature of Columbia's Summer music schedule, in which Howard Barlow conducts the Columbia Symphony Orchestra and Henry M. Neely, radio's "Old Stager," acts as commentator. (See Philharmonic-Symphony listing below, for program which follows in this period.) OCTOBER 3: Three serenades for strings—Mozart's "Eine Kleine Nachtmusik," Tschaikowsky's "Serenade for Strings," and Sir Edward Elgar's "Serenade for Strings." OCTOBER 17: The premiere of the final work commissioned especially for radio this season by the *Columbia Composers Commission*—Louis Gruenberg's opera, "Green Mansions." Four other of the six works in the series will be played again: Copland's "Music for Radio," Still's "Lenox Avenue," Piston's "Concertino for Piano and Orchestra," and the Roy Harris "Time Suite."
PHILHARMONIC-SYMPHONY SOCIETY OF NEW YORK 3:00–5:00 p.m. EACH SUNDAY BEGINNING OCTOBER 24	Returning for its eighth Fall and Winter season as an exclusive Columbia Network feature, the Philharmonic-Symphony Society of New York will be heard in 28 consecutive Sunday afternoon two-hour concerts, beginning October 24. John Barbirolli, brilliant young British conductor, will direct the opening concerts.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	CINCINNATI CONSERVATORY OF MUSIC 11:00–12:00 a.m. EACH SATURDAY BEGINNING OCTOBER 9	In its sixth consecutive season on the lumbia Network the Cincinnati Conse tory of Music presents 35 Saturday morn g concerts, beginning October 9. OCTOBER 9: Alexander von Kreisler c ducts the Conservatory Symphony chestra in Mozart's "Symphonia C certante in E Flat Major" for vi and viola, with members of the C servatory faculty as soloists; d Haydn's "Clock" Symphony. OCTOBER 16: The First Piano Quartet i Minor by Brahms and Schube s "Sonatine," Opus 137. OCTOBER 23: Schumann's Concerto in Minor for Piano and Orchestra, Sev n Eisenberger, soloist; Wagner's "S fried Idyll," and a Schumann Pi o Solo.
	HOLLACE SHAW 3:30–4:00 p.m. EACH TUESDAY BEGINNING OCTOBER 12	Hollace Shaw, soprano, recently featu d on the "Blue Velvet Music" series, star a new series of concert programs with e Columbia Symphony Orchestra directe y Howard Barlow. In addition to this se s, she will also be heard on Monday, Octo r 4 in a concert directed by Victor Bay, 10: – 10:30 p.m.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	CURTIS INSTITUTE OF MUSIC 4:00–4:45 p.m. EACH WEDNESDAY BEGINNING OCTOBER 13	The Curtis Institute of Music begins its eighth consecutive season on the Columbia Network on October 13, when the first of a series of 30 broadcasts is heard. The Curtis Symphony Orchestra is under the direction of Fritz Reiner, the chamber music programs are planned by Dr. Louis Bailly, and various distinguished faculty members and students will perform.
	PIANO RECITALS 6:00–6:25 p.m. SATURDAY, OCTOBER 2, 9, 16	OCTOBER 2: Grace Castagnetta, noted young American pianist, plays Vivaldi's Concerto Grosso arranged by Casella; Haydn's Rondo in A Major; "Three Fantastic Dances" by Shostakovitch, and the Scriabin "Poem Tragique." OCTOBER 9: Johana Harris, young American pianist, presents a program which includes some of the music of her husband, Roy Harris, and selections by Bartok and Hindemith. OCTOBER 16: Lydia Hoffmann-Behrendt, Schoenberg's only piano pupil, presents a program of "Humor in Piano Music."

PROGRAM AND TIME

DESCRIPTION

SERIOUS MUSIC
(Continued)

ESSAYS IN MUSIC
10:00–10:30 p.m.
EACH THURSDAY
BEGINNING OCTOBER 14

This unusual new series, under the dir tion of Victor Bay, who recently complet the musical direction of the *Columb Shakespearean Cycle,* presents on sing programs widely varying compositions c voted to the same subject-matter. Mr. B will conduct the Columbia Symphony C chestra and feature soloists and choruses.

OCTOBER 14: *The Firmament.*

The Hymn to the Sun, from Rimsk Korsakoff's "Coq d'Or" with Holla Shaw as soloist; Beethoven's "Moo light Sonata"; Wagner's Evening St from "Tannhauser," with Hube Hendrie as soloist; Debussy's "N ages" and selections from Haydn's or torio, "The Creation."

OCTOBER 28: *Evil Spirits.*

"Night on the Bald Mountain," Moussorgsky; Mephisto's Serena from Gounod's "Faust"; The Witch Dance from Humperdinck's "Hans and Gretel"; The Infernal Dance King Kastchei from Stravinsky's "Fi Bird Suite," and the "Dance Macabr by Saint-Saens.

JAVANESE AND BATAVIAN MUSIC
11:00–11:30 a.m.
SUNDAY, OCTOBER 24

The third inter-continental concert of t Union Internationale de Radiodiffusion cludes an unusual program of Javanese a Batavian music which comes throu NIROM, the Dutch-East Indies radio ganization.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
MARGARET DAUM 6:00–6:30 p.m. EACH FRIDAY	This young prima donna of the Metropolitan Opera Company is heard weekly in a repertoire of favorite arias and songs. In addition to this series, she will also be heard on October 11 in a concert with Victor Bay and the orchestra (10:00–10:30 p.m.).
STORY OF THE SONG 3:30–4:00 p.m. TUESDAY, OCTOBER 5	These periods which bring outstanding artists in the world's great songs to Columbia Network listeners conclude on October 5 with a program featuring Rose Dirmann, soprano and Melville Kay, tenor.
THE COMPINSKY TRIO "OLD VS. NEW" 11:30 a.m.–Noon SATURDAY, OCTOBER 2	Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist, conclude their series of programs which alternated classic music with modern music for the trio on October 2 with the trio "Siciliana e Burlesca" by Alfredo Casella and the Trio in C Major by Caspar Cassado
SALT LAKE CITY TABERNACLE CHOIR 12:30–1:00 p.m. EACH SUNDAY	This world-famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.
U. S. ARMY BAND 4:30–5:00 p.m. EACH THURSDAY	Invigorating music in familiar and special arrangements is broadcast from the nation's Capitol by this noted military band.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
CHILDREN'S PROGRAMS	SUNDAY MORNING AT AUNT SUSAN'S 9:00–9:55 a.m. EACH SUNDAY	These informal weekly visits with Au Susan are written by Nila Mack. Conce music, songs, news and guests make up full program for children which has wor large family audience, as well. Guests dı ing October include Dr. Arthur F. Torran explorer; John Tasker Howard, compos and Rosebud Yellow Robe, Sioux Indian.
	"DEAR TEACHER" 5:45–6:00 p.m. EACH TUESDAY AND THURSDAY Beginning October 5	Question and answer games for contestar from 8 to 12 years are featured on this ne series. Each broadcast considers one subje (the first program's questions concerni elephants), and four children appear each show.
	LET'S PRETEND 10:30–11:00 a.m. EACH SATURDAY	The world's great fairy tales are dramatiz by Nila Mack and enacted by children fro seven to sixteen. Plays for this month ar OCTOBER 2: Ali Baba and the 40 Thiev OCTOBER 9: The Emporer's New Clothe OCTOBER 16: Beauty and the Beast. OCTOBER 23: King of the Golden River, Part I. OCTOBER 30: King of the Golden River, Part II.
	DOROTHY GORDON'S CHILDREN'S CORNER MONDAY, WEDNESDAY, FRIDAY 5:45–6:00 p.m.	Dorothy Gordon, winner of the 19 Women's National Radio Award for t best juvenile air show, tells stories and sin songs beloved by youngsters, on her Mo day and Friday programs. On Wednesda she presents her original "Sing Togeth Club," featuring young visitors to the stud

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
FOOTBALL GAMES At 2:45 p.m. SATURDAY, OCTOBER 2 SATURDAY, OCTOBER 30	Ted Husing covers Minnesota-Nebraska in their early-season match at the Lincoln Stadium on October 2, and Notre Dame-Minnesota on October 30.
NATIONAL WOMEN'S AMATEUR GOLF Various hours TUESDAY, OCTOBER 5 THRU SATURDAY, OCTOBER 9	Exclusive radio coverage of the National Women's Amateur Golf Championships at Memphis is provided by CBS throughout the tournament. Ted Wooten of Columbia station WREC in Memphis presents summaries of the day's events directly from the Memphis Country Club.
WORLD SERIES At 1:30 Daily STARTING WEDNESDAY, OCTOBER 6	The baseball classic for world championship, between the New York Giants and the Yankees, will be covered by an expert staff of CBS sports announcers. France Laux and Bill Dyer give play by play accounts, and Paul Douglas recreates the colorful background of the Series.
1937 MOBILIZATIONS FOR HUMAN NEEDS 10:30–11:00 p.m. MONDAY, OCTOBER 18	President Roosevelt is scheduled to speak and a symphony orchestra will perform on this special program opening the 1937 campaign of Mobilization for Human Needs.
EDDIE CANTOR ANNIVERSARY DINNER 12:15–1:15 a.m. THURSDAY, OCTOBER 28	A testimonial dinner in honor of Eddie Cantor's 25th anniversary in the show business will be heard on October 28 from the Ambassador Hotel, Los Angeles. Notables in many fields and many of Columbia's foremost artists join in the tribute.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS	CHURCH OF THE AIR 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* has just begun 7th consecutive year of Sunday morning afternoon religious broadcasts on CBS OCTOBER 3: *Morning*—Rev. Earl V. Pi D.D., president of the Northern tist Convention, from Minneapolis *Afternoon*—President David O. Kay, Second Counsellor, Church Jesus Christ of Latter Day Saints, the 108th semi-annual Conferen the Salt Lake Tabernacle. OCTOBER 10: *Morning*—Rev. Ze Barne Phillips, D.D., Rector of Epip Episcopal Church, from Washingt *Afternoon*—Rev. George G. Murc pastor of the Church of the Most Trinity, West Point. OCTOBER 17: *Morning*—Dr. Alonzo Fortune, president of the Internati Convention, Disciples of Christ. *Afternoon*—Rabbi Samuel M. Temple Israel, Columbus, Ohio. OCTOBER 24: *Morning*—Rev. Carl S. (Congregational), Community Ch ch at the Circle, Mount Vernon, New *Afternoon*—Rt. Rev. Msgr. Thom J. McDonnell, Society for the Propa- tion of the Faith, New York City OCTOBER 31: *Morning*—Rev. Charle R Erdmann, president, Board of Fo gn Missions of the Presbyterian Ch ch, Princeton, New Jersey. *Afternoon*—Rev. Martin Heg nd. Ph.D. (Lutheran), St. Olaf Col ge. Northfield, Minn.

PROGRAM AND TIME	DESCRIPTION
MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.–12:30 p.m. EACH SUNDAY	Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family.
DAVID ROSS IN "YOUR BIRTHDAY PARTY" 8:30–9:00 p.m. EACH SUNDAY Beginning October 3	David Ross inaugurates a new series this month entitled "Your Birthday Party," a venture in what he terms "radio slapstick." Freddie Rich's orchestra and a choral group furnish music and Ross offers a variety of entertainment in the role of host.
COLONEL JACK MAJOR 3:00–3:30 p.m. EACH MONDAY	Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher, young Colonel Jack Major also acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra and guest performers.
RICHARD MAXWELL 9:30–9:45 a.m. TUESDAY AND THURSDAY 9:15–9:25 a.m. WEDNESDAY AND FRIDAY 10:15–10:30 a.m. EACH SATURDAY	Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928. Mr. Maxwell is currently dedicating programs to "good neighbors" whom listeners single out for honor.
TED MALONE'S "BETWEEN THE BOOKENDS" 4:00–4:15 p.m. MONDAY, TUESDAY, THURSDAY, FRIDAY	Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
SATURDAY NIGHT SWING CLUB 7:30–8:00 p.m. SATURDAY, OCTOBER 2 AND 9 7:00–7:30 p.m. BEGINNING OCTOBER 16	With Leith Stevens and Paul Douglas their accustomed places as Swing Sess band director and swing commentator, th Saturday night gatherings entertain soloists, during October, Larry Clint swing arranger; W. C. Handy, Joe So guitarist; Toots Mendello, clarinetist many others. Phil Cohan and Ed Cashn are the producers.
HOLLYWOOD SHOW CASE 10:00–10:30 p.m. EACH SUNDAY	Outstanding personalities, promising you players and new talent attempting to the recognition of the motion picture c ital are presented on this new series fr Los Angeles. There are also five-min vignettes of various West Coast CBS work shows previously unheard in the E Lud Gluskin, CBS West Coast Musi Director, is conductor of the series.
SONG TIME 7:15–7:30 p.m. MONDAY, TUESDAY, THURSDAY, FRIDAY	These new vocal periods feature two standing CBS artists in novel song pres tations. The Thursday period origina from Hollywood, the Friday from St. L and the others from New York. MONDAY: Hollace Shaw and Del Casino TUESDAY: Ruth Carhart and Bill Perry. THURSDAY: Betty Grable and John Pay FRIDAY: Lorraine Grimm and Harry C

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
"IT'S ALL IN FUN" 10:30–11:00 p.m. EACH THURSDAY BEGINNING OCTOBER 14	This original new series of half-hour broadcasts features informal entertainment in the light manner. The programs observe no formula other than that of spontaneity and are arranged each week as surprises. The fun starts on October 14.
"DEAR COLUMBIA" 9:00–9:25 a.m. EACH TUESDAY	Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block's direction and by guest vocalists.
DALTON BROTHERS, ETON BOYS, FOUR STARS AND SONG STYLISTS *Various hours*	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites of CBS listeners.
DANCE ORCHESTRAS 11:00 p.m.–1:00 a.m. MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Cab Calloway, Bob Crosby, Frank Dailey, Tom Dorsey, Happy Felton, Ted Fiorito, Jay Freeman, Benny Goodman, Glen Gray, Dick Jurgens, Sammy Kaye, Henry King, Guy Lombardo, Frankie Masters, Red Norvo, George Olsen and Roger Pryor are heard during October.

ADDENDA: SEPTEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following list of *September* programs which were arranged too late for inclusion in last month's issue of this booklet.

SEPTEMBER 4: The third running of the Longacres Mile was described by Joe Hernandez from the Longacres track, Seattle, 9:30–9:45 p.m.

SEPTEMBER 6: A special musical program featuring six distinguished concert artists, Georges Barrere, flautist; Muriel Kerr, pianist; Marcel Hubert, cellist; Carlos Salzedo, harpist; Joseph Knitzer, violinist and Carolyn Urbanek, soprano, and a symphony orchestra directed by Howard Barlow was presented by the *Columbia Concert Hall,* 9:00–10:00 p.m.

SEPTEMBER 7: From the Yankee Stadium the "Parade of Stars" track meet sponsored by the New York City Police Athletic League was described by Bob Trout, 3:00–3:30 p.m. (WABC only.)

In an international broadcast from Gloucester, England, the Three Choirs Festival presented Sir Edward Elgar's oratorio, "The Dream of Gerontius," 4:30–4:55 p.m.

SEPTEMBER 9: Governor Herbert H. Lehman's address to the New York State Fair, on "The Outlook for Agriculture," was heard from the Fair grounds near Syracuse, 12 noon–12:15 p.m.

The running of the third and final heat of the Governor's Cup mile trot at the New York State Fair grounds was described by Stephen Phillips, 5:15–5:30 p.m.

SEPTEMBER 10: The ceremonies attending the dedication of the newly named Benjamin Franklin Parkway in Philadelphia, during the celebration of the 150th anniversary of the Constitution, were described to the radio audience, 10:45–11:00 p.m.

SEPTEMBER 11: The fourth running of the Narragansett Special was described by

Joe Fay from the track at Pawtucket, R. I., 4:45–5:15 p.m.

M. Henri de Chatillon, fashion expert and designer, was interviewed by Bob Trout, 5:45–6:00 p.m.

In the first U. S. broadcast from Shanghai since the warfare broke out in that city, Madame Chiang Kai-shek, wife of China's generalissimo, presented the viewpoint of her country to Columbia Network listeners, 7:00–7:15 p.m.

SEPTEMBER 12: In a broadcast from Geneva, Vernon Bartlett, British authority on international affairs, summarized Europe's reactions to the findings of the Nyon Conference, 1:30–1:45 p.m.

For the closing concert of the Grant Park series which formed part of Columbia's summer music schedule, a gala program in which the Chicago Symphony, the Chicago Philharmonic, the Chicago Civic Opera, and the Women's Symphony orchestras united was conducted by Dr. Frederick Stock, 10:00–11:00 p.m.

SEPTEMBER 13: From the Fifth International Congress of Radiology, held for the first time in this country, Dr. Otto Glasser was heard from Chicago in a talk on the X-ray, 6:45–7:00 p.m.

A portion of the softball "World Series," the finals of a national elimination tournament, was described by Pat Flanagan from Chicago's Soldiers Field, 11:30 p.m.–12 midnight.

SEPTEMBER 15: Australia's reaction to the Sino-Japanese crisis was discussed by F. E. Baume, editor of the *Sydney Sunday Call*, 6:15–6:30 p.m.

SEPTEMBER 17: Ceremonies at Independence Hall, Philadelphia, occurring exactly 150 years to the hour after the signing of the Constitution, were described and speeches delivered by ex-Senator George Wharton Pepper and Mayor S. Davis Wilson, 2:30–2:45 p.m.

Senator Bennett Champ Clark (Dem.) of Missouri addressed the prize-award meeting of the New York Times Constitution Essay Contest on "The Constitution," 3:30–4:00 p.m.

The first of two broadcasts on problems of immigration presented Edward J. Shaughnessy, Commissioner of Immigration, on "The Ebbing Tide of Immigration," 5:00–5:15 p.m.

SEPTEMBER 18: A "radio-view" of the construction of Grand Coulee Dam in the state of Washington included an aerial description by Don Forbes from a

United Airlines Mainliner, and pickups from the "House of Magic" and the West Coffer Dam of this immense engineering project, 5:00–5:30 p.m.

Harry W. Colmery, retiring national commander of the American Legion, analysed Constitution Day addresses delivered throughout the country in a talk, "The Constitution and Its Interpreters," 7:00–7:15 p.m.

Senator Arthur H. Vandenburg (Rep.) of Michigan addressed the State Wide Conference of Young Republicans at Bay City, Michigan, on "The Republican Challenge," 10:45–11:30 p.m.

SEPTEMBER 19: In a talk from London, Ben Ames, journalist and lecturer who has just completed an extensive tour of Europe, discussed political, social and economic conditions on the Continent, 1:30–1:45 p.m.

Adventures encountered in a trip through unexplored portions of Africa were retold by Captain Percy A. Cook, explorer, 2:00–2:15 p.m.

The first Sunday night performance of New York City's newly-opened International Casino was described by Bob Trout and Paul Douglas, and the orchestras of George Olsen, Jascha Bunchuk and Basil Fomeen were heard in this radio show produced by William Robson, CBS director, and Leonce, Casino master of ceremonies, 8:00–9:00 p.m.

SEPTEMBER 22: The second of two broadcasts on problems of immigration featured Rudolph Reimer, District Commissioner of Immigration at Ellis Island, on "The Problems of Deportation," 5:00–5:15 p.m.

A symposium on the Constitution and its relation to religious freedom and tolerance was conducted by Dr. Ernest Fremont Tittle, Alfred Morton Cohen and Judge John Patrick McGoorty, under the auspices of the National Conference of Jews and Christians, 6:00–6:30 p.m.

SEPTEMBER 23: Walter W. Stokes, N. Y. State Senator from Cooperstown, spoke on "Highway Safety," 5:15–5:30 p.m.

SEPTEMBER 24: Governor Frank Murphy of Michigan, in the third of a CBS series on the subject of labor, spoke on "A Fair Deal for Labor," 7:30–7:45 p.m.

United States Secretary of Commerce Daniel C. Roper, in connection with the presentation of the American Trade Association Executives' Awards for constructive public service, spoke on "Coordinating Government and Business Activities," 10:45–11:00 p.m.

SEPTEMBER 25: From Shanghai Earl Leaf, manager of the North China bureau of the United Press, reported on the "War in China," 7:00–7:15 p.m.

Pierre Bedard, director of the French Institute in New York and Secretary General of the Alliance Francaise, spoke from New York on "What Is Happening to American Isolation?", 9:30–9:45 p.m.

SEPTEMBER 26: From Geneva Dr. V. K. Wellington Koo, Chinese Ambassador to England and his country's chief delegate to the League of Nations, spoke on "China Demands Help from the League of Nations," 1:30–1:45 p.m.

H. V. Kaltenborn, veteran CBS commentator, returned from an extensive tour of European centers to discuss the Benito Mussolini-Adolf Hitler conference, 1:45–2:00 p.m.

Station WGAR, Columbia's new Cleveland outlet, saluted the network in a special program which presented Bob Feller and Johnny Allen, music by Walberg Brown, and an address by general manager John F. Pratt of WGAR, 6:00–6:30 p.m.

SEPTEMBER 28: Two addresses by President Roosevelt, on a tour in the Northwest, were broadcast over the Columbia Network on the same day, one at the Bonneville Dam, Oregon, 12:30–12:45 p.m. and the other at Mount Hood timberline camp, Oregon, 4:30–5:00 p.m.

Dr. C. V. Akin, Chief Quarantine Officer of the Port of New York, in a regular *Science Service* program unannounced last month, spoke on "Diseases Outside Our Door," 5:15–5:30 p.m.

Kename Wakasugi, Japanese Consul General in New York, spoke on "Why Japan Is Fighting China," 6:45–7:00 p.m.

The Calvary Episcopal Church Choir, the Free Synagogue of New York singers, and the Paulist Fathers' Choir participated in a special choral music program under the auspices of the National Committee for Religion and Welfare Recovery, 10:30–11:00 p.m.

SEPTEMBER 29: Evangeline Booth, International Commander of the Salvation Army, in her first trip to America since her election to leadership of the organization made her only radio address during her visit in an exclusive CBS broadcast, 10:45–11:00 p.m.

ED MALO

OTBALL NEWS · EVERYBODY'S

PETTICOAT OF THE AIR · PHILLIPS POLY FOLLIES ·

OF HELEN TRENT · SKELLY COURT OF MISSING HEIRS · STORY OF TH

HTING CRIME · FOLLOW THE MOON WITH ELSIE HITZ AND NICK DAWSON · GOOD AFTER

NSTITUTE OF MUSIC · DOROTHY GORDON · EDDIE DOOLEY'S FOOTBALL NEWS · EVERYBODY'S

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IME · FOLLOW THE MOON WITH ELSIE HITZ AND NICK DAWSON · GOOD AFTERNOON, NEIG

BACHELOR'S CHILDREN · BIG SISTER · CINCINNATI CONSERVATORY OF MUSIC · COL. JACK M

A'S RADIO GAZETTE · NEWS THROUGH A WOMAN'S EYES—KATHRYN CRAVENS · OUR GAL SUN

IDE · MYRT AND MARGE · MARY LEE TAYLOR · NEWS TIME—SAM HAYES · NEW H

S FOOTBALL SCHEDULE · HOLLYWOOD SHOWCASE · JENNY PEA

CONSERVATORY OF MUSIC · COL. JACK M

NEWLYWEDS · TONY W

CBS SPONSORED AND SUSTAINING PROGRAMS

NOVEMBER 1937

NATIONAL BROADCASTING COMPANY, INC.
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HORACE HEIDT'S
RCE AND HIS GANG IN WATCH THE
SCHOOL OF THE AIR · AL JOLSON SHOW WITH MARTHA
COLUMBIA WORKSHOP · CHESTERFIELD PRESENTS ANDRE KOSTELANETZ' CONCE
POST · FORD SUNDAY EVENING HOUR · GANGBUSTERS · GOLD MEDAL FEATURE HOUR · HO
CADE OF AMERIC
NIE PRESENTS RUSS MORGAN'S ORCHESTRA · JEAN HERSHO
ORUNDUM BAND
· EDWIN C. HILL · YOUR NEWS PAR
UNSEEN FRIEND
ND · YOUR HIT PARA
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THE LUX RADIO THEAT
ELEN MENKEN IN "SECOND HUSBAND" ·
R · HOLLYWOOD HOT
ERSTEIN MUSIC HALL · HEINZ MAGAZINE OF THE AIR · HOBBY
R BOWES' AMATEUR H
AKER WITH OSCAR BRADLEY'S ORCHESTRA · ROMANTIC RHYTHM WITH SEYMOUR SIMON'S ORC
O TOWN STARRING EDDIE CANTOR · JEANNETTE MACDONALD · WE, THE PEOPLE · BUDDY CLARK
SSOR QUIZ · PICK AND PAT · SILVER THEATRE · SATURDAY NIGHT SERENADE WITH MARY EAST
OAKIE'S COLLEGE · KATE SMITH HOUR · LADY ESTHER PRESENTS WAYNE KING'S ORCHESTRA
ES COVERS HOLLYWOOD · NEW YORK PHILHARMONIC-SYMPHONY ORCHES
IC FROM HOLLYWOOD WITH ALICE FAYE AND HAL KE
NNER WITH JIMMY GRIER'S ORC
R BOWES' AM

CBS SPONSORED
AND SUSTAINING PROGRAMS
NOVEMBER 1937

published monthly for advertising executives by

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y

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CBS SPONSORED PROGRAMS

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AMERICAN HOME PRODUCTS CO.	Edna Wallace Hopper Cosmeti
	Anacin
	Kolynos Toothpaste
	Kolynos Toothpaste
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
	Roi-Tan Cigars
ATLANTIC REFINING COMPANY	White Flash Gasoline, Atlantic Motor Oil
BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION	Banking Service
BARNSDALL REFINING CORP.	Petroleum Products
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BROWN & WILLIAMSON TOBACCO CORP.	Sir Walter Raleigh Tobacco, Avalon Cigarettes

†Columbia Pacific Network Only
§Columbia New England Network
§§Columbia California Network On

PROGRAM	TIME	AGENCY	ON CBS*
he Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	204 Weeks
ur Gal Sunday *Serial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		32 Weeks
ur Gal Sunday *Serial drama*	Thurs. and Fri. 12:45–1:00 p.m.		178 Weeks
ammerstein Music Hall, with ed Hammerstein as mc, rry Mann and guest stars *Variety show*	Friday 8:00–8:30 p.m.		326 Weeks
our Hit Parade, with arry Salter's Orchestra *Popular music and vocalists*	Saturday 10:00–10:45 p.m.	Lord and Thomas	79 Weeks
dwin C. Hill in our News Parade *News commentator*	Mon. thru Fri. 12:15–12:30 p.m.		
an to Man Sports, with Tom ieb and Ken Frogley *Talks*	†Tuesday 8:15–8:30 p.m. PST	Lawrence C. Gumbinner Agency	17 Weeks
oly Cross Football Schedule *Play by play description*	§Saturday 1:45–4:30 p.m.	N. W. Ayer & Son, Inc.	97 Weeks
ootball Forecasts	§Friday 6:15–6:30 p.m.		
ewstime with Sam Hayes *News broadcast*	§§Sun. thru Fri 10:00–10:15 p.m. PST	Charles R. Stuart	22 Weeks
he Fun Bug, with Billy Franz, ale Chorus and Orchestra *Comedy and music*	Sunday 2:00–2:30 p.m.	Co-Operative Advertising, Inc.	96 Weeks
our Unseen Friend, with arry Salter's Orchestra *Dramatizations and music*	Saturday 8:00–8:30 p.m.	Albert Frank—Guenther Law, Inc.	57 Weeks
eal O'Hara's Radio Gazette *News broadcast*	§Mon. and Fri. 7:30–7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	19 Weeks

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**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
THE CARBORUNDUM COMPANY	Abrasives
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" Preparations
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge and Plymouth Cars
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream Super Suds and Concentrate Super Suds Palmolive Soap

PROGRAM	TIME	AGENCY	ON CBS*
Iollywood Hotel, with Frances angford; Jerry Cooper; Anne amison; Ken Niles; and Raymond 'aige's Orchestra, with Ken Mur- ay and "Oswald" *Dramatic musical revue with guest stars*	Friday 9:00–10:00 p.m.	F. Wallis Armstrong Company	157 Weeks
'he Carborundum Band, dward D'Arna, conductor; Fran- is Bowman, commentator *Band music and Indian legends*	Saturday 7:30–8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	149 Weeks
)r. Christian, starring Jean Iersholt *Dramatic*	Sunday 2:30–3:00 p.m. Rebr. 5:30–6:00 p.m.	McCann-Erickson, Inc.	Starts Nov.
omantic Rhythm, with Seymour imon's Orchestra, Sally Nelson nd Barry McKinley; Basil Ruys- ael, MC *Musical*	Sunday 6:30–7:00 p.m.	Campbell-Ewald Company	71 Weeks
Iajor Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	87 Weeks
'he Songshop, starring Kitty 'arlisle; with Frank Crumit, MC; leed Kennedy, Alice Cornett, ongshop Quartet, Glee Club and iustave Haenschen and Orchestra *Musical*	Friday 10:00–10:45 p.m.	D'Arcy Advertising Co., Inc.	35 Weeks
iang Busters with Phillips Lord *Police-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	95 Weeks
Iyrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. Rebr. 4:00–4:15 p.m.		88 Weeks
Iilltop House, starring Bess ohnson *Dramatic serial*	Mon. thru Fri. 5:45–6:00 p.m.		

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess Ca
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
F & F LABORATORIES, INC.	F & F Cough Drops
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Orang Tangerines
FORD MOTOR COMPANY	Ford, Lincoln and Lincoln Zephyr Motor Cars

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
RETTY KITTY KELLY *Serial drama*	Mon. thru Fri. 10:00–11:15 a.m. Rebr. 4:15–4:30 p.m.	Benton & Bowles, Inc.	139 Weeks
ACHELOR'S CHILDREN *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	149 Weeks
OE PENNER, with Gene Austin, ulie Gibson and Jimmy Grier's rchestra *Comedy and music*	Sunday 6:00–6:30 p.m.	Ruthrauff & Ryan, Inc.	178 Weeks
AVALCADE OF AMERICA, with on Voorhees' Orchestra *Dramatizations and music*	Wednesday 8:00–8:30 p.m. Rebr. 12 mid.–12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	121 Weeks
OOD AFTERNOON, NEIGHBORS, ith Tom Breneman and Orchestra *Serial drama and music*	†Tues. and Thurs. 2:30–2:45 p.m. PST	Botsford, Constantine & Gardner	74 Weeks
ENNY PEABODY *Serial drama*	Mon., Wed., Fri. 3:30–3:45 p.m.	Blackett-Sample-Hummert, Inc.	2 Weeks
mily Post, HOW TO GET THE OST OUT OF LIFE *Talks*	Tues. and Thurs. 10:30–10:45 a.m.	Ruthrauff & Ryan, Inc.	2 Weeks
UNDAY EVENING HOUR, Ford Sym-hony Orchestra and Chorus, ugene Ormandy, conductor; uest Soloists *Symphonic music, and talks by* W. J. Cameron	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	196 Weeks
l Pearce and His Gang in ATCH THE FUN GO BY *Comedy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12 mid.–12:30 a.m.		

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
J. B. FORD COMPANY	"Wyandotte" Cleaning Produ
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	Sanka Coffee Swans Down Cake Flour, Calumet Baking Powder Minute Tapioca
GENERAL MILLS, INC.	Wheaties, Bisquick, Gold Me Kitchen-Tested Flour and Sof
GULF OIL CORPORATION	Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON CBS*
Petticoat of the Air *Woman commentator*	Tues. and Thurs. 2:00–2:15 p.m.	N. W. Ayer & Son, Inc.	21 Weeks
Bond Bakers Present Guy Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	356 Weeks
We, the People *Radio Listeners' Committee,* Gabriel Heatter, *director, presents real-life experiences*	Thursday 7:30–8:00 p.m. Rebr. 10:30–11:00 p.m.	Young & Rubicam, Inc.	141 Weeks
Kate Smith Hour, with Henry Youngman, Comedian; Jim Crowley, Football Forum; Jack Miller's Orchestra; Dramas and Guest Stars *Variety show*	Thursday 8:00–9:00 p.m. Rebr. 11:15–12:15 a.m.		
Mary Margaret McBride *Radio columnist*	Mon., Wed., Fri. 12 noon–12:15 p.m.		
Gold Medal Feature Hour Betty and Bob *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	348 Weeks
Hymns of All Churches *Choir*	Mon., Tues., Thu. 1:15–1:30 p.m.		
Betty Crocker *Cooking expert*	Wed. and Fri. 1:15–1:30 p.m.		
Arnold Grimm's Daughter *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m.		
Hollywood in Person Capt. Bob Baker, *commentator*	1:45–2:00 p.m.		
Phil Baker, with Oscar Bradley's Orchestra, and Guest Star *Variety show*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	195 Weeks

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
H. J. HEINZ COMPANY	"57 Varieties" Pure Food Produ
HUDSON MOTOR CAR COMPANY	Hudson and Terraplane Moto
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros.
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste
LEHN & FINK PRODUCTS COMPANY	Lysol Pebeco Toothpaste Hind's Honey and Almond C Tussy Lipstick

†Columbia Pacific Network Only
§Columbia California Network Onl

PROGRAM	TIME	AGENCY	ON CBS*
EINZ MAGAZINE OF THE AIR rol Kennedy's Romance *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. Rebr. 3:15–3:30 p.m.	Maxon, Inc.	87 Weeks
lia Sanderson and Frank rumit; B. A. Rolfe's Orchestra; uest; Bill Adams, Food Editor	Wed. and Fri. 11:00–11:15 a.m. Rebr. 3:00–3:15 p.m.		
OBBY LOBBY, with Dave Elman, terviewer; Hudson Orchestra *Musical and interviews*	Wednesday 7:15–7:45 p.m. Rebr. 10:30–11:00 p.m.	Brooke, Smith & French, Inc.	35 Weeks
LVER THEATRE, with guest stars; onrad Nagel, director and nartor; Felix Mills' Orchestra *Dramatic*	Sunday 5:00–5:30 p.m.	Young & Rubicam, Inc.	7 Weeks
AYNE KING and his Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Lord and Thomas	113 Weeks
HE NEWLYWEDS *Serial drama*	†Mon. thru Fri. 12:45–1:00 p.m. PST	Lambert & Feasley, Inc.	22 Weeks
R. ALLAN ROY DAFOE *Talks*	Mon., Wed., Fri. 4:45–5:00 p.m.	Lennen & Mitchell, Inc.	69 Weeks
OLLOW THE MOON, with lsie Hitz and Nick Dawson *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m.		152 Weeks
IFE OF MARY SOTHERN *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m.	William Esty & Company, Inc.	70 Weeks
IAWAIIAN MOON CASINO *Serial drama, with music*	§Mon., Wed., Fri. 5:30–5:45 p.m. PST		5 Weeks

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The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS
SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Lifebuoy
	Rinso
	Spry
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields & Granger Tob
P. LORILLARD COMPANY	Old Gold Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
he Lux Radio Theatre, ith stars of stage and screen *Dramatic;* Cecil B. De Mille, *director*	Monday 9:00–10:00 p.m.	J. Walter Thompson Company	110 Weeks
ward G. Robinson in Big Town, ith Claire Trevor and others *Dramatic*	Tuesday 8:00–8:30 p.m.	Ruthrauff & Ryan, Inc.	2 Weeks
l Jolson Show with Martha Raye, rkyakarkus, Victor Young's rchestra and guest stars *Comedy and music*	Tuesday 8:30–9:00 p.m. Rebr. 11:30 p.m. 12:00 mid.		76 Weeks
ig Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.		60 Weeks
unt Jenny's Real Life Stories *Dramatic*	Mon. thru Fri. 11:45 a.m.–12 noon Rebr. 2:15–2:30 p.m.		42 Weeks
hesterfield Presents ndre Kostelanetz's Concert Or- estra; guest soloists; Deems aylor, commentator; Paul ouglas, announcer *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	250 Weeks
usic from Hollywood, starring lice Faye with Hal Kemp's rchestra *Popular music*	Friday 8:30–9:00 p.m. Rebr. 11:30–12:00 p.m.		
ddie Dooley's Last-Minute ootball News *Scores, forecasts, guests*	Thurs. and Sat. 6:30–6:45 p.m. Rebr. 8:30–8:45 p.m.		29 Weeks
ollywood Screen Scoops, eorge McCall, commentator Starting November 16	Tues. and Thurs. 7:15–7:30 p.m. Rebr. 11:15–11:30 p.m.	Lennen & Mitchell, Inc.	96 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
NASH-KELVINATOR CORPORATION	Nash Motor Cars
PET MILK SALES CORPORATION	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios and Radio Acces
PHILIP MORRIS & CO., LTD.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.

PROGRAM	TIME	AGENCY	ON CBS*
rofessor Quiz, with ob Trout *Questions and answers*	Saturday 9:00–9:30 p.m. Rebr. 12:00–12:30 a.m.	Geyer, Cornell & Newell, Inc.	35 Weeks
ary Lee Taylor, ome economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3:00–3:15 p.m.	Gardner Advertising Company	209 Weeks
aturday Night Serenade, with ary Eastman, soprano; Bill Perry, enor, and Gustave Haenschen's rchestra *Musical*	Saturday 9:30–10:00 p.m.		
oake Carter *News commentator*	Mon., Wed., Fri. 7:45–8:00 p.m. Rebr. 11:15–11:30 p.m.	Hutchins Advertising Co., Inc.	329 Weeks
ohnny Presents Russ Morgan's rchestra, "Front Page News", ramatizations; vocalists and ixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12:00 p.m.	The Biow Company, Inc.	64 Weeks
hillips Poly Follies, with en Feld's Orchestra *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	76 Weeks

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**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PONTIAC MOTOR COMPANY	Pontiac Cars
RAYMONDS, INC.	Dona Ray Cosmetics, New Ra Machineless Permanent Wave
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes and Prince Albert Smoking Tobac
RIO GRANDE OIL, INC.	Petroleum Products
SKELLY OIL COMPANY	Petroleum Products
STERLING PRODUCTS, INC.	Bayer Aspirin
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerator

§*Columbia California Network On*

PROGRAM	TIME	AGENCY	ON CBS*
ews Through a Woman's Eyes Kathryn Cravens *News comments*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	104 Weeks
loyd Pantages overs Hollywood *Motion picture news*	Sunday 1:45–2:00 p.m. Rebr. 11:00–11:15 p.m.	Milton Weinberg Advertising Company	2 Weeks
amel Caravan jack oakie's college, with Stuart Erwin, Raymond Hatton, Patsy Flick and Helen Lynd; Harry Borris, Glee Club and Georgie Stoll's Orchestra *Music and guest comedians*	Tuesday 9:30–10:00 p.m.	William Esty & Company, Inc.	227 Weeks
swing school, with Benny Goodman's Orchestra *Music and guests*	Tuesday 10:00–10:30 p.m.		
alling All Cars *Police file dramatizations*	§Tuesday 7:30–8:00 p.m. PST	Hixson-O'Donnell, Inc.	217 Weeks
kelly Court of Missing Heirs *Dramatic*	Monday 7:00–7:30 p.m.	Blackett-Sample-Hummert, Inc.	3 Weeks
amous Actors' Guild Presents econd Husband starring elen Menken *Dramatic*	Tuesday 7:30–8:00 p.m.	Blackett-Sample-Hummert, Inc.	321 Weeks
lemite Half Hour, with orace Heidt's Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12:00–12:30 a.m.	Hays MacFarland & Company	139 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE TEXAS COMPANY	"Texaco" Petroleum Products
TIDE WATER ASSOCIATED OIL COMPANY	Petroleum Products
U. S. TOBACCO COMPANY	Model Pipe Tobacco
VICK CHEMICAL COMPANY	Vicks VapoRub, Vicks Va-tro-nol
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†Columbia Pacific Network

PROGRAM	TIME	AGENCY	ON CBS*
EXACO TOWN, with Eddie Cantor, eanna Durbin, Pinky Tomlin, immy Wallington, Jacques Renard nd His Orchestra *Comedy and music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30 p.m.–12 mid.	Buchanan and Company, Inc.	59 Weeks
roadcasts of PACIFIC COAST CON-ERENCE Football Games *Play by play reports*	†Saturday Approx. 2:00–5:00 p.m. PST	Lord and Thomas	221 Weeks
ICK AND PAT IN PIPE SMOKING IME with Benny Kreuger's Or-hestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	127 Weeks
icks Open House, with EANNETTE MACDONALD and osef Pasternack's Orchestra nd Chorus *Musical*	Sunday 7:00–7:30 p.m.	Morse International, Inc.	77 Weeks
icks Presents ONY WONS AND HIS SCRAPBOOK *Talks and readings*	Mon., Wed., Fri. 10:30–10:45 a.m.		
OETIC MELODIES, with ack Fulton, tenor; Franklyn acCormack, reader; and rchestra *Poetry readings and light music*	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11:00–11:15 p.m.	Neiser-Meyerhoff, Inc.	284 Weeks
CATTERGOOD BAINES *Serial drama*	†Mon. thru Fri. 8:00–8:15 p.m. PST		

The figures indicate the total number of weeks in which the client has used CBS facilities.

PROGRAMS "BY COLUMBIA"

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. DRAMATIC SERIES . . . . . *Page 22*
2. SERIOUS MUSIC . . . . . . *Page 23*
3. PUBLIC AFFAIRS . . . . . . *Page 27*
4. EDUCATIONAL PROGRAMS . *Page 30*
5. CHILDREN'S PROGRAMS . . *Page 34*
6. SPECIAL EVENTS . . . . . . *Page 35*
7. RELIGIOUS BROADCASTS . *Page 36*
8. PERSONALITIES . . . . *Page 37*
9. LIGHT MUSIC . . . . *Page 38*
ADDENDA: OCTOBER PROGRAMS . *Page 40*

The programs "By Columbia" for November are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
THE COLUMBIA WORKSHOP 8:00–8:30 p.m. EACH SUNDAY	*The Columbia Workshop,* now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. Irving Reis is director. NOVEMBER 7: "Come of Age," verse fantasy by Clemence Dane. NOVEMBER 14: "Mr. Justice," a dramatization by Irving Reis. NOVEMBER 21: "Georgia Transport," verse play by John Williams Andrews. NOVEMBER 28: "9th Avenue L," an original radio play by Charles Tazewell.
"BRAVE NEW WORLD" 10:30–11:00 p.m. EACH MONDAY	The history of South America, as represented in the lives of its great heroes, is dramatized in this new series presented with the cooperation of the United States Office of Education. Irving Reis directs the cast and Victor Bay conducts the orchestra. CONQUISTADORS, 1492–1532 NOVEMBER 1: "Conquerors of a New World." NOVEMBER 8: "The Empire of the Sun." NOVEMBER 15: "The Magnificent Mayans." COLONIAL PERIOD, 1532–1810 NOVEMBER 22: "Voices in the Wilderness." LIBERATORS, 1810–1826 NOVEMBER 29: "Torchbearers of Freedom."
"TISH" 9:30–10:00 p.m. EACH WEDNESDAY	Mary Roberts Rinehart's famous character, Letitia ("Tish") Carberry and her friends, Lizzie and Aggie, are the hilarious heroines of adventures dramatized by Joel Hammil and Leo Fontaine of the Federal Radio Theatre. William Robson is the director.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	NEW YORK PHILHARMONIC-SYMPHONY ORCHESTRA 3:00–5:00 p.m. EACH SUNDAY	From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. John Barbirolli is conductor, and Deems Taylor, Columbia's Musical Consultant, is program commentator. The November schedule: NOVEMBER 7: Elgar, Introduction and Allegro for Strings; Schumann, Symphony No. 4; Tschaikowsky, Symphony No. 6 ("Pathétique"). NOVEMBER 14: Rachmaninoff, Concerto No. 2 in C Minor, *Walter Gieseking, pianist;* Mozart, Symphony No. 34 in C Major; Debussy, Iberia from "Images" for Orchestra. NOVEMBER 21: Tschaikowsky, Concerto for Pianoforte No. 1, *Artur Rubinstein, pianist;* Scriabine, Reverie; Liadoff, Scene from "The Apocalypse"; Rimsky-Korsakoff, Suite from "Le Coq d'Or." NOVEMBER 28: Haydn, Symphony No. 92 ("Oxford"); Poulenc, Concerto for Two Pianos, *Ethel Bartlett and Rae Robertson, pianists;* Franck, Symphon in D Minor.
	NEW YORK PHILHARMONIC-SYMPHONY ORCHESTRA CHILDREN'S CONCERT 11:00–12:15 a.m. SATURDAY, NOVEMBER 20	Ernest Schelling conducts the Philharmonic-Symphony Orchestra of New York i the first of six Saturday morning Children' and Young People's Concerts. This is Mr Schelling's eighth consecutive season on th Columbia Network.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	"ESSAYS IN MUSIC" 10:00–10:30 p.m. EACH THURSDAY	This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay conducts the Columbia Symphony Orchestra and features soloists and choruses. NOVEMBER 4: *Waltzes.* Johann Strauss, Artist's Life; Sibelius, Valse Triste; Arditi, Il Bacio; Ravel, Waltzes from "L'Enfant et les Sortileges"; Tschaikowsky, Waltz from "Eugene Onegin." NOVEMBER 11: *Transportation.* Charpentier, A Mules; Tschaikowsky, Troika en Traineaux; Franck, Chorus of Camel Drivers from "Rebecca"; Honegger, Pacific 231. NOVEMBER 18: *Impressions of Italy.* Mendelssohn, Saltarello from "Italian Symphony"; Tschaikowsky, Italian Capriccio; Charpentier, Serenade from "Impressions of Italy."
	CURTIS INSTITUTE OF MUSIC 4:00–4:45 p.m. EACH WEDNESDAY	The Curtis Institute of Music, of which Dr. Josef Hofmann is director, is presenting a series of thirty Wednesday concerts in its eighth consecutive season on CBS. Fritz Reiner conducts the Curtis Symphony Orchestra, Dr. Louis Bailly plans the chamber music programs, and distinguished faculty members and students perform.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
CHAMBER MUSIC 3:00–3:30 p.m. EACH FRIDAY	The *Columbia Concert Hall* presents th following groups this month: NOVEMBER 5: The Lazanne Trio, in a pr gram of 17th and 18th century dance NOVEMBER 12: Piano and String Quartet d rected by Bernard Herrmann. NOVEMBER 19: The Kreiner Quartet.
CONCERT SINGERS 6:00–6:30 p.m. EACH FRIDAY	During November these noted singers a pear with Howard Barlow and the Colun bia Concert Orchestra: NOVEMBER 5: John Feeney, tenor, in a pr gram of Irish songs. NOVEMBER 12: Maria Maximovitch, sopran makes her first American radio appea ance following engagements at t Paris, Prague, Berlin and other opera NOVEMBER 19 AND 26: Margaret Daur young Metropolitan Opera star.
CINCINNATI CONSERVATORY OF MUSIC 11:00–12:00 a.m. EACH SATURDAY EXCEPT NOVEMBER 20	The Cincinnati Conservatory of Music pr sents its third season of symphonic concer on CBS. Alexander von Kreisler arrang the programs and conducts the Conserv tory symphony orchestra. Members of t artist faculty are featured as soloists.
CINCINNATI SYMPHONY ORCHESTRA 3:30–4:00 p.m. TUESDAY, NOVEMBER 9	Eugene Goosens conducts the Cincinn Symphony Orchestra in an all Wagner pr gram, the first of a group of five conce for children. This is the only broadcast the series to be heard in November.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
HOLLACE SHAW 3:30–4:00 p.m. EACH TUESDAY EXCEPT NOVEMBER 9	Hollace Shaw, soprano, who recently created the principal role in Louis Gruenberg's radio opera, "Green Mansions," is featured weekly on this series of programs with the Columbia Concert Orchestra under the direction of Howard Barlow.
HELLMUT BAERWALD 6:00–6:25 p.m. SATURDAY, NOVEMBER 6	The *Columbia Concert Hall* presents Hellmut Baerwald, German pianist and composer, in his first radio concert in the United States. His program is all-Beethoven, consisting of Busoni's arrangement of the "Ecossaises" and the "Appassionata" Sonata.
THE COOLIDGE QUARTET –"HAYDN TO DEBUSSY" 5:45–6:25 p.m. EACH SATURDAY BEGINNING NOVEMBER 13	The Coolidge Quartet (William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist) are assisted by distinguished guest artists in this series of six programs surveying chamber music from the classic through the impressionistic period. The programs are sponsored by the Elizabeth Sprague Coolidge Foundation in the Library of Congress.
SALT LAKE CITY TABERNACLE CHOIR 12:30–1:00 p.m. EACH SUNDAY	This world-famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS	HOUSING ACT 10:45–11:00 p.m. WEDNESDAY, NOVEMBER 3	Joseph Milner, real estate advisor to th New York City Housing Authority, discuss the Wagner-Steagall Federal Housing A in a talk entitled "Housing, a Public Cha lenge."
	NEUTRALITY ACT 6:00–6:25 p.m. THURSDAY, NOVEMBER 4	Senator Thomas of Utah speaks from Sa Lake City on the negative, and George I Soule Jr., editor of the *New Republi* speaks from New York on the affirmati of the subject, "Should the President App the Neutrality Act?"
	E. W. HULLINGER 6:35–6:45 p.m. FRIDAY, NOVEMBER 5	From Geneva, Switzerland a CBS intern tional broadcast presents Edwin Wa Hullinger on "The Situation in Euro Today."
	DR. HALVDAN KOHT 10:45–11:00 p.m. FRIDAY, NOVEMBER 5	Foreign Minister Koht of Norway, co pleting his official visit to America, delive his only address in this country, "Norwa View of the World Crisis."
	WILLIAM BENTON 10:45–11:00 p.m. WEDNESDAY, NOVEMBER 10	William Benton, former head of Benton Bowles, speaks from Chicago on his pla in the field of radio education at the U versity of Chicago.
	ARMISTICE DAY 4:30–5:00 p.m. THURSDAY, NOVEMBER 11	A special Armistice Day program prese Col. Alva J. Brasted, chaplain-general the U. S. Army and Bishop John Tayl Smith, chaplain-general of the British Arm

PUBLIC AFFAIRS

(Continued)

PROGRAM AND TIME	DESCRIPTION
FAMILY OF NATIONS 3:00–4:00 p.m. THURSDAY, NOVEMBER 11	On Armistice Day the Columbia Broadcasting System presents a world-wide broadcast in cooperation with the Carnegie Endowment for International Peace on the general subject, "The Family of Nations." The speakers include: For China: V. K. Wellington Koo, *Ambassador of China to France.* For Great Britain: The Marquess of Lothian, *Secretary of the Rhodes Trust.* For Hungary: Count Paul Teleki, *former Prime Minister of Hungary.* For Italy: Signora Margherita Sarfatti, *writer and critic.* For Switzerland: William E. Rappard, *director of the Institut des Hautes Etudes Internationales, Geneva.* For the United States: Nicholas Murray Butler, *president of Columbia University and of the Carnegie Endowment for International Peace.*
"HEADLINES AND BYLINES" 10:30–11:00 p.m. EACH SUNDAY	A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenborn analyzes foreign affairs, Bob Trout summarizes the latest news, and Lewis Browne and Paul Bedard alternately interpret domestic events. The Columbia Symphony Orchestra provides background music.

PUBLIC AFFAIRS

(Continued)

PROGRAM AND TIME	DESCRIPTION
"SHOULD ONE JOIN A PARTY?" 7:30–7:45 p.m. FRIDAY, NOVEMBER 12	Frederick M. Davenport, state senator c New York speaks from the Syracuse Unive sity School for Citizenship on "Should Or Join a Political Party?"
BYRD ASSOCIATES 10:45–11:00 p.m. FRIDAY, NOVEMBER 12	World peace is the subject of discussion l representatives of Byrd Associates, the pea organization founded by Admiral Richa E. Byrd, noted explorer.
PRESIDENT ROOSEVELT 10:30–10:45 p.m. SUNDAY, NOVEMBER 14	President Franklin D. Roosevelt address the nation in his tenth radio "Fireside Chat on the eve of the convening of the speci session of Congress.
WORLD ECONOMIC COOPERATION 2:00–2:30 p.m. SUNDAY, NOVEMBER 14 SUNDAY, NOVEMBER 28	Two international broadcasts this mon consider the question of world econon cooperation and its relation to peace. (November 14 noted labor leaders discu the subject, and on November 28 promine figures in public affairs are scheduled speak.
PRESS-RADIO NEWS *Various times* *DAILY*	The Associated Press, United Press and t International News Service gather, and t Press-Radio Bureau edits, the latest ne

PROGRAM AND TIME	DESCRIPTION
AMERICAN SCHOOL OF THE AIR 2:30–3:00 p.m. MONDAY THRU FRIDAY	The *American School of the Air* in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate. MONDAYS: *History,* "Exits and Entrances." History and current events for Junior and Senior High School students on November 1, 8, 15, 22 and 29. TUESDAYS: *Literature, Music.* November 2: Interview on "Critical Writing" with John Farrar. November 9: Music, "Songs of Israel." November 16: H. L. Mencken on "Americanisms" and Cabell Greet, CBS Consultant on Speech, on "American Dialects." November 23: Music, "Cathedral and Cloister." November 30: American Indian literature, "Kuruks Pahitu's Story" and Constance Lindsey Skinner, interview. WEDNESDAYS: *Geography.* November 3: The Keweenaw Peninsula and Its Iron and Copper. November 10: Canadian Lumber Camps and Our Newspapers. November 17: Iceland and Its High Civilization. November 24: The Scotch Highlands.

EDUCATIONAL PROGRAMS

(Continued)

PROGRAM AND TIME	DESCRIPTION
AMERICAN SCHOOL OF THE AIR *(Continued)*	THURSDAYS: *Primary Music, Literature.* November 4: Dorothy Gordo "Around the World in Dance a Song," *2:30 p.m.* "How the Lar Saved the World," *2:45 p.m.* November 18: Dorothy Gordc Thanksgiving Day Party, *2:30 p.* "The Magic Pot," *2:45 p.m.* FRIDAYS: *Vocational Guidance, Scien* November 5: Interview with two b in wheat farming, *2:30 p.m.* "H Water Gets Up a Tree," *2:45 p.m.* November 12: Interview with boy a girl from a flour milling plant, *2.* *p.m.* "Why Leaves Turn Red in tumn," *2:45 p.m.* November 19: Interview with boy a girl from a baking plant, *2:30 p* "Why Evergreens Stay Green," *2* *p.m.*
"NEW HORIZONS" 6:15–6:30 p.m. EACH MONDAY	Famous scientists and explorers unite presenting this new series of vivid accou of adventure in far places. The Ameri Museum of Natural History coopera NOVEMBER 1: Col. Theodore Roosevelt "Hunting Jaguars in Brazil." NOVEMBER 8: Barnum Brown on "Trail the Mystery Dinosaur." NOVEMBER 15: Dr. Harold E. Anthony "Exploring the Sky Islands." NOVEMBER 22: Van Campen Heilner "Battling with Big Game Fish." NOVEMBER 29: Dr. G. Kingsley Noble, mal psychologist.

PROGRAM AND TIME	DESCRIPTION
"THE STORY OF INDUSTRY" 4:30–5:00 p.m. EACH TUESDAY	The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry." Harry R. Daniel again acts as narrator and each talk contains short episodes in dramatized form. The series also includes talks by outstanding figures of American industry, scheduled by the Business Advisory Council of the department. Music is furnished by one of the Army, Navy and Marine Corps bands. The industries under discussion this month include: NOVEMBER 2: Motor Vehicles. NOVEMBER 9: Carpets and Rugs. NOVEMBER 16: Petroleum. NOVEMBER 23: Dairy Products. NOVEMBER 30: Commodity Distribution.
NEW YORK ACADEMY OF MEDICINE 3:45–4:00 p.m. EACH WEDNESDAY	The New York Academy of Medicine presents during November: NOVEMBER 3: Dr. Maurice Lenz, in charge of radiation therapy at Presbyterian Hospital: "The Story of X-Ray." NOVEMBER 10: Dr. Mather Cleveland, attending orthopedic surgeon at St. Luke's Hospital: "The Cripple's Place in the Community." NOVEMBER 17: Dr. Anthony Bassler, consulting gastroenterologist at St. Vincent's Hospital: "Sense and Nonsense in Diet." NOVEMBER 24: Dr. G. Randolph Manning, clinical professor of gastroenterology at Polyclinic Medical School and Hospital: "The Importance of Nutrition in Life's Span."

EDUCATIONAL PROGRAMS

(Continued)

PROGRAM AND TIME	DESCRIPTION
SCIENCE SERVICE 3:30–3:45 p.m. EACH THURSDAY	The Science Service Association of W ington, D. C. cooperates in scheduling t talks. Watson Davis, director, presents speaker on each broadcast. NOVEMBER 4: Capt. E. W. Brown of the Naval Medical School: "Living U the Sea." NOVEMBER 11: Rev. Edward Ward of CatholicUniversity of America: "W by the Dozen—in Africa." NOVEMBER 18: C. C. Concannon, chie the Chemical Division, U. S. Burea Foreign and Domestic Comme "Romance of Tung Oil."
"FIGHTING CRIME" 6:45–7:00 p.m. EACH SATURDAY	Prosecutors, penologists, government cials and criminal experts join in this s of talks on crime prevention. This mo speakers are: NOVEMBER 6: Gerald S. Morris, Sup tendent of Telegraph, New York Police. NOVEMBER 13: Sir James Mac Brien, missioner of Royal Canadian Mou Police. NOVEMBER 20: John W. Studebaker, Commissioner of Education: "Pre ing Juvenile Delinquency."

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
SUNDAY MORNING AT AUNT SUSAN'S 9:00–9:55 a.m. EACH SUNDAY	These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up a full program for children which has won a large family audience, as well. Guests this month include Cameron King, Frank Guhnay, John Tasker Howard, composer; Christopher Coates, curator of New York Aquarium.
"DEAR TEACHER" 5:30–5:45 p.m. EACH TUESDAY AND THURSDAY	Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject and four children appear on each show. Subjects for questions during November include beavers, costumes of different lands, turkeys and Thanksgiving.
LET'S PRETEND 10:30–11:00 a.m. EACH SATURDAY	The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are: NOVEMBER 6: "The Giant Who Had No Heart." NOVEMBER 13: "Water of Life." NOVEMBER 20: "Princess Moonbeam." NOVEMBER 27: "Sleeping Beauty."
DOROTHY GORDON MONDAY, WEDNESDAY, FRIDAY 5:30–5:45 p.m.	Dorothy Gordon, winner of the 1937 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesdays she presents her original "Sing Together Club," featuring young visitors to the studio.

	PROGRAM AND TIME	DESCRIPTION
SPECIAL EVENTS	UNIVERSITY OF MARYLAND RADIO SCHOOL 3:00–3:30 p.m. FRIDAY, NOVEMBER 5	This special program marks the dedicat of the radio school and studios at the U versity of Maryland, to be conducted A. D. Willard, Jr., manager of Columb station WJSV in the Capital. Speakers clude Dr. H. C. Byrd, president of Maryl University; and Professor Charles S. Ri ardson and Dr. Ray Ehrensberger of University's Department of Speech. T University of Maryland Band and G Club participate.
	FOOTBALL GAMES *Various hours* EACH SATURDAY	On Columbia's partial football schedule November are the following outstand games. NOVEMBER 13: Army-Notre Dame. NOVEMBER 20: Yale-Harvard. NOVEMBER 27: Army-Navy.
	"HUMAN INTEREST GUARANTEED" 10:30–11:00 p.m. THURSDAY, NOVEMBER 11	The annual Roll Call of the American R Cross is inaugurated on this program c matizing Red Cross services, enacted b large cast and directed by Earl McGill, CS producer, under the title "Human Inte Guaranteed."
	"THE CAVALCADE OF FEDERATION" 11:00–11:45 p.m. SUNDAY, NOVEMBER 14	The cavalcade of the Federation of Jew h Charities, written and directed by Char s Martin, radio producer, includes a cast f distinguished actors and music by How d Barlow and the Columbia Symph y Orchestra.

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS ROADCASTS	CHURCH OF THE AIR 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting its 7th consecutive year of Sunday morning and afternoon religious broadcasts on CBS. Services, conducted by representatives of the major faiths, conform as nearly as possible to regular church services. Speakers on the services in November are: NOVEMBER 7: *Morning*—Rev. Jacob S. Payton, editor of The National Methodist Press, Washington. *Afternoon* – Rabbi Joseph L. Fink, Ph.D., Temple Beth Zion, Buffalo. NOVEMBER 14: *Morning*—Rev. Clarence M. Gallup, Recording Secretary, Northern Baptist Convention, New York City. *Afternoon*—Rt. Rev. Monsignor Joseph M. Corrigan, Rector of Catholic University of America, Washington. NOVEMBER 21: *Morning*—Rev. Bart R. Van Zyl, First Reformed Church, Cicero, Illinois. *Afternoon*—Dr. Frederick M. Smith, president of Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo. NOVEMBER 28: *Morning*—Episcopal service, guest speaker, Dr. C. M. Wei, director of the Central China University, Wuchang, China, speaking from New York. *Afternoon* – Most Rev. Bernard J. Mahoney, D.D., Bishop of Sioux Falls, South Dakota.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
PERSONALITIES	MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.–12:30 p.m. EACH SUNDAY	Host on one of radio's oldest and m widely-known presentations, Major Bov celebrates his fourteenth consecutive yea paterfamilias of his Capitol Family.
	COLONEL JACK MAJOR 3:00–3:30 p.m. EACH TUESDAY	Singer, yodeler, whistler, tall-story-tel poetry-reader and hill-billy philosoph young Colonel Jack Major also acts as M ter of Ceremonies for his half hour ra revue with Freddie Rich's orchestra a guest performers.
	"BUDDY CLARK ENTERTAINS" 10:00–10:30 p.m. EACH THURSDAY	The familiar singing voice of Buddy Cl is on the air each Thursday in this n series of informal shows. Buddy plays host, announces his own program, and p sents outstanding guest artists.
	RICHARD MAXWELL 9:30–9:45 a.m. TUESDAY, THURSDAY, SATURDAY 9:15–9:25 a.m. WEDNESDAY AND FRIDAY	Soloist of "Songs of Comfort and Chee Richard Maxwell presents five programs hymns and inspirational songs each we He was first heard on Columbia in 19 Mr. Maxwell is currently dedicating p grams to "good neighbors" whom lister single out for honor.
	TED MALONE'S "BETWEEN THE BOOKENDS" 4:00–4:15 p.m. MONDAY, TUESDAY, THURSDAY, FRIDAY	Ted Malone brings to the reading of poe a vibrant voice and a deep sincerity wh have won for him one of the widest foll ings in radio. His recitals are delive against a background of organ music.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
SATURDAY NIGHT SWING CLUB 7:00–7:30 p.m. EACH SATURDAY	With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, these Saturday night gatherings entertain as soloists this month: Tommy Dorsey; Sharkey Bananas of the Dixieland Band; soloists from Benny Goodman's band, and a return engagement of the Raymond Scott Quintet. Phil Cohan and Ed Cashman are the producers.
HOLLYWOOD SHOW CASE 10:00–10:30 p.m. EACH SUNDAY	Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Musical Director, is conductor of the series.
SONG TIME 7:15–7:30 p.m. MONDAY, TUESDAY, THURSDAY, FRIDAY 6:45–7:00 p.m. MONDAY THRU FRI. BEGINNING NOVEMBER 15	These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originates from St. Louis, the Friday from Hollywood and the others from New York. MONDAY: Hollace Shaw and Del Casino. TUESDAY: Ruth Carhart and Bill Perry. WEDNESDAY: Doris Kerr and Howard Phillips, beginning Nov. 17. THURSDAY: Lorraine Grimm and Harry Cool. FRIDAY: Betty Grable and John Payne.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC	"MILESTONES" WITH DAVID ROSS 8:30–9:00 p.m. EACH SUNDAY	David Ross is narrator of these birthda celebrations of the careers of outstandin personalities, present and past. The show are produced by Martin Gosch.
	"DEAR COLUMBIA" 9:00–9:25 a.m. EACH THURSDAY	Audience mail requests for songs and sele tions old and new are gratified on this pr gram by an orchestra under Ray Block direction and by guest vocalists.
	DALTON BROTHERS, ETON BOYS, FOUR CLUBMEN AND FOUR STARS *Various hours*	These harmony groups are featured on th Columbia Network throughout the wee Each has a distinctive vocal style, and a continue to be network favorites of C listeners.
	DANCE ORCHESTRAS 11:00 p.m.–1:00 a.m. MONDAY THRU SUNDAY	America's leading dance bands provide full schedule of current hits and old favo ites to Columbia's listeners throughout t week in the late evening hours. The follo ing top-ranking bands are scheduled f November: Cab Calloway — George Hamilto Bob Crosby — Richard Himber Frank Dailey — Sammy Kaye Tom Dorsey — Henry King Happy Felton — Guy Lombardo Ted Fiorito — Frankie Masters Jay Freeman — Red Norvo Benny Goodman — George Olsen Glen Gray — Orrin Tucker

ADDENDA: OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *October* programs which were arranged too late for inclusion in last month's issue of this booklet.

OCTOBER 2: J. Edgar Hoover, director of the Federal Bureau of Investigation, led a round-table discussion of the issues considered by the convention of the International Association of Identification at Montreal, 12 noon–12:30 p.m.

Robert Bellaire, Far Eastern correspondent of the United Press, reported the latest developments in the Sino-Japanese conflict, 7:00–7:15 p.m.

OCTOBER 4: William Green, president of the A.F.L., and Governor Teller Ammons of Colorado spoke from Denver on the occasion of the labor convention in that city, 10:30–11:00 p.m.

OCTOBER 5: From Shanghai Dr. Alfred Sze, former Chinese ambassador to the United States, discussed his government's position in the current conflict, 6:15–6:30 p.m.

Ceremonies connected with the dedication of Chicago's new Outer Drive Link Bridge were broadcast from several vantage points by an expert crew of WBBM staff announcers, 10:30–10:45 a.m.

President Roosevelt addressed the New York *Herald-Tribune* Forum on Current Problems from Ohio, 10:45–11:00 p.m.

OCTOBER 6: A broadcast from St. Louis described the ceremonies of the Veiled Prophet Ball, a festival celebrated annually in that city, 11:30–11:45 p.m.

OCTOBER 8: In connection with the 100th anniversary of the founding of Oberlin College and co-education, two seniors discussed "Co-Education, Past and Present," 10:45–11:00 a.m.

OCTOBER 9: Ted Husing covered the Michigan-Northwestern football game at Evanston, Illinois, 4:00–5:30 p.m.

John Neblett and Gary Breckner covered the Southern California-Ohio State football game at Los Angeles, 5:30–7:30 p.m.

OCTOBER 10: From London the Rt. Hon. Herbert Stanley Morrison of the British Labor Party discussed "The Possible Effectiveness of the Japanese Boycott in England," 1:30–1:45 p.m.

A program sponsored by the Pennsylvania Publicity Commission presented Governor Earle and Warren van Dyke, the state's Secretary of Highways, 10–10:15 p.m.

OCTOBER 11: President Roosevelt, Secretary of War Harry H. Woodring and Count Jerzy Potocki, Polish Ambassador to the United States were heard in a Pulaski Day Program, 11:45 a.m.–12 noon.

OCTOBER 12: From the White House President Roosevelt delivered the ninth in his series of "Fireside Chats" on the state of the nation, 9:30–10:00 p.m.

OCTOBER 13: James W. Gerard, former ambassador to Germany, explained his new post as collaborator of the United States Tourist Bureau of the Department of Interior, 10:45–11:00 p.m.

The first reading "clinic" of the air, with celebrities from many fields submitting to a test of their memory powers, presented Dr. Ruth Strang and Bruce Barton, Judge Jeanette Brill, Princess Kropotkin and Alice Hughes, 6:15–6:30 p.m.

OCTOBER 14: Allan Cruickshank, ornothologist, discussed bird lore at the 33rd annual convention of the National Association of Audubon Societies, 2:30–2:45 p.m.

From Shanghai Dr. Wang Chung-hui, Foreign Minister of China, delivered "China's Appeal to the World," 6:15–6:25 p.m.

OCTOBER 15: The Washington String Quartet played the Gliere-Balaieff quartet in a *Columbia Concert Hall* presentation, 3:00–3:30 p.m.

From the 26th National Safety Congress at Kansas City a panel discussion on the "Driver of the Future" was led by Sidney J. Williams, director of publicity safety for the National Safety Council, 3:30–4:00 p.m.

Secretary of Interior Harold L. Ickes spoke at the annual banquet of the Independent Petroleum Association of America at Houston, 11:30–12 mid.

OCTOBER 16: From the Municipal Stadium in Baltimore Ted Husing described the football game between Navy and Harvard, 1:45–4:30 p.m.

Postmaster General James A. Farley spoke at the Jackson Club breakfast in Portland, Oregon, 12 noon–12:30 p.m.

OCTOBER 17: From the National Negro Congress in Philadelphia were presented a talk by John P. Davis, national secretary of the Congress; interviews with prominent Negroes, and selections by a 200-voice chorus, 2:00–2:30 p.m.

OCTOBER 19: Rep. Emanuel Celler and Maurice Tremaine, Comptroller of New York State discussed "Capital Gains and Losses in Taxes," 10:45–11 p.m.

OCTOBER 20: Roger N. Carter, president of the Institute of Chartered Accountants of England and Wales, the oldest society of its kind in the world, spoke on the occasion of the 50th anniversary of the American Institute of Accountants, 6:15–6:30 p.m.

The significance of National Pharmacy Week (October 18–23) was explained by Jerry McQuade, first vice-president and editor of *Drug Topics,* 10:45–11 p.m.

OCTOBER 21: The educational conference at Muskingum College, Ohio, discussed the topic "Is Liberal Arts Educational Failing?" 3:30–4:00 p.m.

From London Lord Strabolgi, president of the United Kingdom Pilots Association, gave a summary of the full-dress Parliamentary debate on foreign affairs, 6:00–6:15 p.m.

From Shanghai Dr. W. W. Yen, former ambassador to Soviet Russia, delivered another in the series of CBS talks on the Far Eastern situation, 6:45–7 p.m.

In a special broadcast sponsored by the Elgin National Watch Company, Lord Elgin of England delivered from London a message to the Illinois city named after his ancestor, 7:15–7:30 p.m.

OCTOBER 22: William Hodson, Commissioner of Public Welfare of New York City, discussed "National Trends in Public Welfare," 6:35–6:45 p.m.

John Barbirolli, brilliant young conductor of the Philharmonic-Symphony Orchestra whose Sunday concerts are being broadcast over the Columbia Network for the eighth consecutive year, was interviewed by Deems Taylor on his plans for the current musical season, 6:45–7:00 p.m.

Dr. Walter Van Kirk, director general of the National Peace Conference, explained "What the Peace Societies

Think of Roosevelt's Foreign Policy," 7:30–7:45 p.m.

Dr. William Heard Kilpatrick, noted educator, was interviewed in Chicago by Mrs. B. F. Langworthy of the Parents and Teachers Association on "Progressive Education," 10:45–11:00 p.m.

OCTOBER 23: From Vatican station HJV at Rome Archbishop Celso Costantini, president of the Pontifical Society for the Propagation of the Faith, delivered an address on "Catholic Missions," 12 noon–12:15 p.m.

At the Ohio Stadium in Columbus Ted Husing described the football game between Ohio State and Northwestern, 1:45–4:00 p.m.

Postmaster General James A. Farley addressed a distinguished group of Nebraska political leaders and postal officials at a banquet in Lincoln on "Political Economy," 10:45–11:15 p.m.

OCTOBER 24: Dr. James L. Clark, director of preparation of the American Museum of Natural History, spoke on "Grizzly Bears versus Science," 1:30–1:45 p.m.

"The Future of Sailing Ships" was the subject discussed on this Sailors' Day program by Captains Alan Villiers and Felix Riesenberg and Rear Admiral Reginald R. Belknap, retired, 2–2:30 p.m.

A special program of the *Columbia Workshop* presented Mark Blitzstein's original radio operetta, "I've Got the Tune." The cast included Blitzstein in the leading role of Mr. Musiker, Shirley Booth as Beetzie, Norman Lloyd as Private Schnook and Lotta Leyna as the Suicide. Irving Reis directed and Bernard Herrmann conducted a large orchestra and chorus of 20 voices, 8–8:30 p.m.

OCTOBER 25: From Chicago a round-table discussion of "Your Family Doctor" was presented on the occasion of the 27th annual session of the Clinical Congress of the American College of Surgeons, 3:00–3:15 p.m.

From Washington Robert Horton, well-known correspondent, reported on the opening day of the conference between leaders of the C.I.O. and the A.F.L. in that city, 7:30–7:45 p.m.

OCTOBER 26: J. Edgar Hoover addressed the International World Police Conference on "Federal Cooperation with State, Municipal and Foreign Police," 12 noon–12:15 p.m.

Mrs. Franklin D. Roosevelt spoke on a

program arranged in cooperation with the American Society for the Hard of Hearing which, during the week of October 24–30, dedicated the activities of 166 cooperating societies to the aid of its members, 10:45–11:00 p.m.

OCTOBER 27: On the opening day of the 38th National Automobile Show, the first in a series of seven programs which continue daily, except Sunday, until November 2, featured interviews with visitors to the show by Mel Allan and Charley Stark. On the subsequent programs in this series W. C. Cowling, general sales manager of the Ford Motor Company; Harry G. Moock, general sales manager of Plymouth; W. R. Tracy, general sales manager of Hudson; and a representative of the Willys-Overland Company were scheduled to speak, and a dramatization depicting the industry's place in the American scene was presented, 3:15–3:30 p.m.

Ceremonies at the U. S. Naval Academy's official celebration of Navy Day, including the presentation of 53 flags by the national chairman of the D.A.R., were described by Bob Trout, 3:45–4:15 p.m.

Three Junior League officers, Mrs. Peter L. Harvie, Miss Helen Leovy and Mrs. Guido Pantaleoni spoke on the league's nationwide Children's Theatre work, 6:15–6:30 p.m.

State Senator J. Kenneth Bradley of Connecticut, national chairman of the Young Republican National Federation spoke on "The Future of the Republican Party," 6:45–7:00 p.m.

From Washington Hirosi Saito, Japanese ambassador to the United States discussed his nation's position of the Sino-Japanese conflict in a talk, "Japan's Purposes and Methods in China," 10:45–11:00 p.m.

OCTOBER 28: From Shanghai Madame H. H. Kung, wife of the Chinese Minister of Finance and acting Premier of China was heard on the CBS series of talks on the Far Eastern situation, 6:45–7 p.m.

OCTOBER 29: "The Next Step Forward," a joint memorial broadcast in honor of the late Edward A. Filene, was presented by leaders of the organizations with which he was affiliated. The speakers included Dr. James Warbasse, Flint Carrison and Claude R. Orchard, 10:45–11:00 p.m.

OCTOBER 30: At Northrup Stadium in Minneapolis Ted Husing described the Minnesota-Notre Dame game, 2:45–5:30 p.m.

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A'S RADIO GAZETTE · NEWS THROUGH A WOMAN'S EYES—KATHRYN CRAVENS · OUR GAL SUND

CBRIDE · MYRT AND MARGE · MARY LEE TAYLOR · NEWS TIME—SAM HAYES · NEW HO

ROSS FOOTBALL SCHEDULE · HOLLYWOOD SHOWCASE · JENNY PEAB

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CBS SPONSORED AND SUSTAINING PROGRAMS

DECEMBER 1937

HORACE HEIDT'S BRI
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SCHOOL OF THE AIR • AL JOLSON SHOW WITH MARTHA RAYE
OLUMBIA WORKSHOP • CHESTERFIELD PRESENTS ANDRE KOSTELANETZ' CONCERT O
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R WITH OSCAR BRADLEY'S ORCHESTRA • ZENITH FOUNDATION • DICKENS' A CHRISTMAS CAR
CO TOWN STARRING EDDIE CANTOR • JEANNETTE MACDONALD • WE, THE PEOPLE • BUDDY CLAR
ESSOR QUIZ • PICK AND PAT • SILVER THEATRE • SATURDAY NIGHT SERENADE WITH MARY EAST
KIES COLLEGE • KATE SMITH HOUR • LADY ESTHER PRESENTS WAYNE KING'S ORCHESTRA
OVERS HOLLYWOOD • NEW YORK PHILHARMONIC-SYMPHONY ORCHES
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CBS SPONSORED AND SUSTAINING PROGRAMS

DECEMBER 1937

published monthly for advertising executives by

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

Columbia Network clients and their products, as of December 1, 1937, are here indexed by industries. On the following pages they are listed alphabetically by name, with product, program title and talent, broadcasting time†, advertising agency, and the total number of weeks each advertiser has used CBS facilities.

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	Anacin
	Kolynos Toothpaste
	Kolynos Toothpaste
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
	Roi-Tan Cigars
BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION	Banking Service
BARNSDALL REFINING CORP.	Petroleum Products
BENEFICIAL MANAGEMENT CORP.	Personal Loans

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†Columbia Pacific Network Only
††Columbia California Network O.

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m.	Blackett-Sample-Hummert, Inc.	208 Weeks
Our Gal Sunday *Serial drama*	Mon., Tues., Wed. 12:45–1:00 p.m.		36 Weeks
Our Gal Sunday *Serial drama*	Thurs. and Fri. 12:45–1:00 p.m.		182 Weeks
Hammerstein Music Hall, with Ted Hammerstein as MC, Jerry Mann and guest stars *Variety show*	Friday 8:00–8:30 p.m.		330 Weeks
Your Hit Parade, with Harry Salter's Orchestra; guest star; Buddy Clark and Fredda Gibson, vocalists† *Popular music and vocalists* †Beginning Dec. 25, Leo Reisman's Orchestra	Saturday 10:00–10:45 p.m.	Lord and Thomas	83 Weeks
Edwin C. Hill in Your News Parade *News commentator*	Mon. thru Fri. 12:15–12:30 p.m.		
Man to Man Sports, with Mark Kelly and Tom Hanlon *Talks*	†Wednesday 6:45–7:00 p.m. PST	Lawrence C. Gumbinner Agency	21 Weeks
Newstime, with Sam Hayes *News broadcast*	††Sun. thru Fri. 10:00–10:15 p.m. PST	Charles R. Stuart	26 Weeks
The Fun Bug, with Billy Franz, Male Chorus and Orchestra *Comedy and music*	Sunday 2:00–2:30 p.m.	Co-Operative Advertising, Inc.	100 Weeks
Your Unseen Friend, with Harry Salter's Orchestra *Dramatizations and music*	Saturday 8:00–8:30 p.m.	Albert Frank—Guenther Law, Inc.	61 Weeks

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
THE CARBORUNDUM COMPANY	Abrasives
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" Preparations
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge and Plymouth Cars
THE COCA-COLA COMPANY	Coca-Cola

PROGRAM	TIME	AGENCY	ON CBS*
Iollywood Hotel, with Frances angford; Jerry Cooper; Anne amison; Ken Niles; and Raymond 'aige's Orchestra, with Ken Mur-ay and "Oswald"	Friday 9:00–10:00 p.m. Except Dec. 24	F. Wallis Armstrong Company	161 Weeks
pecial Christmas Broadcast The hollywood hotel show, advanced from December 24	Saturday, Dec. 25 4:00–5:00 p.m.		
Annual Presentation of Dickens' a christmas carol, with Lionel Barrymore	5:00–5:45 p.m.		
The Carborundum Band, dward D'Anna, conductor; rancis Bowman, commentator; uest speakers *Band music and Indian legends*	Saturday 7:30–8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	153 Weeks
r. Christian of River's End, tarring Jean Hersholt *Dramatic*	Sunday 2:30–3:00 p.m. Rebr. 5:30–6:00 p.m.	McCann-Erickson, Inc.	4 Weeks
Romantic Rhythm, with Seymour Simons' Orchestra; Sally Nelson and Barry McKinley, vocalists; Basil Ruysdael, mc† †This program ends Dec. 26, to be replaced by a program sponsored by the Wm. Wrigley, Jr. Company. See page 20.	Sunday 6:30–7:00 p.m.	Campbell-Ewald Company	75 Weeks
Major Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m.	Ruthrauff & Ryan, Inc.	91 Weeks
The Songshop, starring Kitty Carlisle; with Frank Crumit, mc; Reed Kennedy, Alice Cornett, Songshop Quartet, Glee Club and Gustave Haenschen and Orchestra *Musical*	Friday 10:00–10:45 p.m.	D'Arcy Advertising Co., Inc.	39 Weeks

★The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream
	Super Suds, Concentrated Super Suds
	Palmolive Soap
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess Cak
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE FAMOUS FOODS, INC.	Food Products
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
F & F LABORATORIES, INC.	F & F Cough Drops
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Oranges Tangerines

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†*Columbia Pacific Network Only*
††*Columbia California Network On*

PROGRAM	TIME	AGENCY	ON CBS*
GANG BUSTERS with Phillips Lord *Police-file dramatizations*	Wednesday 10:00–10:30 p.m.	Benton & Bowles, Inc.	99 Weeks
MYRT AND MARGE *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. Rebr. 4:00–4:15 p.m.		92 Weeks
HILLTOP HOUSE, starring Bess Johnson *Dramatic serial*	Mon. thru Fri. 5:45–6:00 p.m.		94 Weeks
PRETTY KITTY KELLY *Serial drama*	Mon. thru Fri. 10:00–11:15 a.m. Rebr. 4:15–4:30 p.m.	Benton & Bowles, Inc.	143 Weeks
BACHELOR'S CHILDREN *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	153 Weeks
JOE PENNER, with Jimmy Grier's Orchestra *Comedy and music*	Sunday 6:00–6:30 p.m.	Ruthrauff & Ryan, Inc.	182 Weeks
CAVALCADE OF AMERICA, with Don Voorhees' Orchestra *Dramatizations and music*	Wednesday 8:00–8:30 p.m. Rebr. 12 mid.–12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	125 Weeks
GOOD AFTERNOON, NEIGHBORS, with Tom Breneman and Orchestra *Serial drama and music*	†Tues. and Thurs. 2:30–2:45 p.m. PST	Botsford, Constantine & Gardner	78 Weeks
KNOX MANNING *Commentator*	††Tuesday 5:30–5:45 p.m. PST	Sidney Garfinkel Advertising Agency	2 Weeks
JENNY PEABODY *Serial drama*	Mon., Wed., Fri. 3:30–3:45 p.m.	Blackett-Sample-Hummert, Inc.	6 Weeks
Emily Post, HOW TO GET THE MOST OUT OF LIFE *Talks*	Tues. and Thurs. 10:30–10:45 a.m.	Ruthrauff & Ryan, Inc.	6 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
FORD MOTOR COMPANY	Ford, Lincoln and Lincoln Zephyr Motor Cars
J. B. FORD COMPANY	"Wyandotte" Cleaning Produc
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	Sanka Coffee
	Swans Down Cake Flour, Calumet Baking Powder
	Minute Tapioca
GENERAL MILLS, INC.	Wheaties, Bisquick, Softasilk, C Medal Kitchen-Tested Flour

PROGRAM	TIME	AGENCY	ON CBS*
Sunday Evening Hour, Ford Symphony Orchestra and Chorus, Eugene Ormandy, conductor; Guest Soloists *Symphonic music, and talks by* W. J. Cameron	Sunday 9:00–10:00 p.m.	N. W. Ayer & Son, Inc.	200 Weeks
Watch the Fun Go By, presenting Al Pearce and His Gang; Guest; Nick Lucas, guitarist; Arlene Harris; Carl Hoff's Orchestra. *Comedy and variety*	Tuesday 9:00–9:30 p.m. Rebr. 12 mid.–12:30 a.m.		
Petticoat on the Air *Woman commentator*	Tues. and Thurs. 2:00–2:15 p.m.	N. W. Ayer & Son, Inc.	25 Weeks
Bond Bakers Present Guy Lombardo and His Orchestra *Popular music*	Sunday 5:30–6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	360 Weeks
We, the People *Radio Listeners' Committee,* Gabriel Heatter, *director, presents real-life experiences*	Thursday 7:30–8:00 p.m. Rebr. 10:30–11:00 p.m.	Young & Rubicam, Inc.	145 Weeks
Kate Smith Hour, with Henny Youngman, Comedian; Jim Crowley, Football Forum; Jack Miller's Orchestra; Dramas and Guest Stars *Variety show*	Thursday 8:00–9:00 p.m. Rebr. 11:30–12:30 a.m.		
Mary Margaret McBride *Radio columnist*	Mon., Wed., Fri. 12 noon–12:15 p.m.		
Gold Medal Feature Hour		Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	352 Weeks
Betty and Bob *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m.		
Hymns of All Churches *Choir*	Mon., Tues., Thu. 1:15–1:30 p.m.		
Betty Crocker *Cooking expert*	Wed. and Fri. 1:15–1:30 p.m.		
Arnold Grimm's Daughter *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m.		
Hollywood in Person Capt. Bob Baker, *commentator*	1:45–2:00 p.m.		

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	"57 Varieties" Pure Food Produc
HUDSON MOTOR CAR COMPANY	Hudson and Terraplane Motor C
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros.
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste
LEHN & FINK PRODUCTS COMPANY	Lysol
	Pebeco Toothpaste
	Hind's Honey and Almond Crea
	Tussy Lipstick

†*Columbia Pacific Network Only*
††*Columbia California Network Only*

PROGRAM	TIME	AGENCY	ON CBS★
PHIL BAKER, with Oscar Bradley's Orchestra, and Guest Star *Variety show*	Sunday 7:30–8:00 p.m.	Young & Rubicam, Inc.	199 Weeks
HEINZ MAGAZINE OF THE AIR, with Mark Warnow's Orchestra and Channing Pollock	Thursday 3:30–4:00 p.m.	Maxon, Inc.	91 Weeks
CAROL KENNEDY'S ROMANCE *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m.		
HOBBY LOBBY, with Dave Elman, interviewer; Harry Salter's Orchestra *Musical and interviews*	Wednesday 7:15–7:45 p.m. Rebr. 10:30–11:00 p.m.	Brooke, Smith & French, Inc.	39 Weeks
SILVER THEATRE, with guest stars; Conrad Nagel, director and narrator; Felix Mills' Orchestra *Dramatic*	Sunday 5:00–5:30 p.m.	Young & Rubicam, Inc.	11 Weeks
WAYNE KING and his Orchestra *Popular music*	Monday 10:00–10:30 p.m.	Lord and Thomas	117 Weeks
THE NEWLYWEDS *Serial drama*	†Mon., Tues., Wed., Fri. 12:45–1:00 p.m. PST	Lambert & Feasley, Inc.	26 Weeks
DR. ALLAN ROY DAFOE *Talks*	Mon., Wed., Fri. 4:45–5:00 p.m.	Lennen & Mitchell, Inc.	73 Weeks
FOLLOW THE MOON, with Elsie Hitz and Nick Dawson *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m.		156 Weeks
LIFE OF MARY SOTHERN *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m.	William Esty & Company, Inc.	74 Weeks
HAWAIIAN MOON CASINO *Serial drama, with music*	††Tues. & Thur. 9:45–10:00 p.m. PST		9 Weeks

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CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Lifebuoy
	Rinso
	Spry
LIGGETT & MYERS TOBACCO CO.	Chesterfields
	Chesterfields & Granger Tobacc
P. LORILLARD COMPANY	Old Gold Cigarettes

PROGRAM	TIME	AGENCY	ON CBS★
The Lux Radio Theatre, with stars of stage and screen *Dramatic;* Cecil B. De Mille, *director*	Monday 9:00–10:00 p.m	J. Walter Thompson Company	114 Weeks
Edward G. Robinson in Big Town, with Claire Trevor *Dramatic*	Tuesday 8:00–8:30 p.m.	Ruthrauff & Ryan, Inc.	6 Weeks
Al Jolson Show with Martha Raye, Parkyakarkus, Victor Young's Orchestra and guest stars *Comedy and music*	Tuesday 8:30–9:00 p.m. Rebr. 11:30 p.m.-12:00 mid.		80 Weeks
Big Sister *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. Rebr. 2–2:15 p.m.		64 Weeks
Aunt Jenny's Real Life Stories *Dramatic*	Mon. thru Fri. 11:45 a.m.–12 noon Rebr. 2:15–2:30 p.m.		46 Weeks
Chesterfield Presents Andre Kostelanetz's Concert Orchestra; guest soloists; Deems Taylor, commentator; Paul Douglas, announcer *Orchestral and vocal music*	Wednesday 9:00–9:30 p.m.	Newell-Emmett Co., Inc.	254 Weeks
Music from Hollywood, starring Alice Faye with Hal Kemp's Orchestra† *Popular music* †Beginning Dec. 31, Paul Whiteman and guests	Friday 8:30–9:00 p.m. Rebr. 11:30–12:00 p.m.		
Eddie Dooley's Last-Minute Football News *Scores, forecasts, guests*	Thurs. and Sat. 6:30–6:45 p.m. Dec. 2, 4, 9 and 11 only		33 Weeks
Hollywood Screenscoops, George McCall, commentator *Motion-picture news*	Tues. and Thurs. 7:15–7:30 p.m. Rebr. 11:15–11:30 p.m.	Lennen & Mitchell, Inc.	100 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
NASH-KELVINATOR CORPORATION	Nash Motor Cars
PET MILK SALES CORPORATION	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios, Radio Accessori
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, 77 Aviation, Motor Oils

PROGRAM	TIME	AGENCY	ON CBS*
Professor Quiz, with Bob Trout *Questions and answers*	Saturday 9:00–9:30 p.m. Rebr. 12:00–12:30 a.m.	Geyer, Cornell & Newell, Inc.	39 Weeks
Mary Lee Taylor, home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. Rebr. 3:00–3:15 p.m.	Gardner Advertising Company	213 Weeks
Saturday Night Serenade, Mary Eastman, soprano; Bill Perry, tenor, and Gustave Haenschen's Orchestra and Mixed Chorus *Musical*	Saturday 9:30–10:00 p.m.		
Boake Carter *News commentator*	Mon., Wed., Fri. 7:45–8:00 p.m. Rebr. 11:15–11:30 p.m.	Hutchins Advertising Co., Inc.	333 Weeks
Johnny Presents Russ Morgan's Orchestra, Charles Martin's Dramatizations; Frances Adair and Glenn Cross and mixed ensemble *Variety and dramatic interludes*	Saturday 8:30–9:00 p.m. Rebr. 11:30–12:00 p.m.	The Biow Company, Inc.	68 Weeks
Phillips Poly Follies, with Ben Feld's Orchestra; Lorraine Grimm, soprano; Robert Parsons and Joe Karnes, tenors; Al Cameron, MC *Variety*	Tuesday 10:30–11:00 p.m.	Lambert & Feasley, Inc.	80 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes, Prince Albert Smoking Tobacc
RIO GRANDE OIL, INC.	Petroleum Products
SKELLY OIL COMPANY	Petroleum Products
STERLING PRODUCTS, INC.	Bayer Aspirin
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerators
THE TEXAS COMPANY	"Texaco" Petroleum Products

§*Columbia California Network Onl*

PROGRAM	TIME	AGENCY	ON CBS★
News Through a Woman's Eyes —Kathryn Cravens *News comments*	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	108 Weeks
Camel Caravan	Tuesday	William Esty & Company, Inc.	231 Weeks
JACK OAKIE'S COLLEGE, with Stuart Erwin, Raymond Hatton, Patsy Flick and Helen Lynd; Harry Barris, Glee Club and Georgie Stoll's Orchestra *Music and guest comedians*	9:30–10:00 p.m.		
SWING SCHOOL, with Benny Goodman's Orchestra *Music and guests*	10:00–10:30 p.m.		
Calling All Cars *Police file dramatizations*	§Tuesday 7:30–8:00 p.m. PST	Hixson-O'Donnell, Inc.	221 Weeks
Skelly Court of Missing Heirs *Dramatic*	Sunday 10:30–11:00 p.m.	Blackett-Sample-Hummert, Inc.	7 Weeks
Famous Actors' Guild Presents Helen Menken in Second Husband *Dramatic*	Tuesday 7:30–8:00 p.m.	Blackett-Sample-Hummert, Inc.	325 Weeks
Alemite Half Hour, with Horace Heidt's Brigadiers *Popular music*	Monday 8:00–8:30 p.m. Rebr. 12:00–12:30 a.m.	Hays MacFarland & Company	143 Weeks
Texaco Town, with Eddie Cantor, Deanna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra *Comedy and music*	Wednesday 8:30–9:00 p.m. Rebr. 11:30 p.m.–12 mid.	Buchanan and Company, Inc.	63 Weeks

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CLIENT	PRODUCT
TIDE WATER ASSOCIATED OIL COMPANY	Petroleum Products
U. S. TOBACCO COMPANY	Model Pipe Tobacco
VICK CHEMICAL COMPANY	Vicks VapoRub, Vicks Va-tro-nol
WM. WRIGLEY JR., COMPANY	Wrigley's Gum
ZENITH RADIO CORPORATION	Zenith Radios

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS'
Southern California vs. University of California at Los Angeles football game *Play by play report*	†Saturday, Dec. 4 Approx. 2:00–5:00 p.m. PST	Lord and Thomas	225 Weeks
PICK AND PAT IN PIPE SMOKING TIME, with Edward Roecker, baritone and Benny Kreuger's Orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	131 Weeks
VICKS OPEN HOUSE, with Jeannette MacDonald; Wilbur Evans; Josef Pasternack's Orchestra and Chorus *Musical*	Sunday 7:00–7:30 p.m.	Morse International, Inc.	81 Weeks
Vicks Presents TONY WONS AND HIS SCRAPBOOK *Talks and readings*	Mon., Wed., Fri. 10:30–10:45 a.m.		
POETIC MELODIES, Jack Fulton, tenor; Franklyn MacCormack, reader; and Carl Hohengarten's Orchestra† *Poetry readings and light music* †Beginning Dec. 26, the new Wrigley show will be heard Sundays, 6:30–7:00 p.m.	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11:00–11:15 p.m.	Neiser-Meyerhoff, Inc.	288 Weeks
SCATTERGOOD BAINES *Serial drama*	†Mon. thru Fri. 8:00–8:15 p.m. PST		
ZENITH FOUNDATION, with orchestra and dramatic cast *Experiments in telepathy*	Sunday 10:00–10:30 p.m.	J. Walter Thompson Company	Starts Dec. 5

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PROGRAMS "BY COLUMBIA"

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications, including a partial schedule of special *Christmas* programs:

1. CHRISTMAS PROGRAMS . . *Page 22*
2. SPECIAL EVENTS . . . . . *Page 25*
3. PUBLIC AFFAIRS . . . . . *Page 27*
4. EDUCATIONAL PROGRAMS. *Page 31*
5. SERIOUS MUSIC . . . . . *Page 35*
6. DRAMATIC SERIES . . . . *Page 40*
7. CHILDREN'S PROGRAMS . . *Page 41*
8. RELIGIOUS BROADCASTS . *Page 42*
9. PERSONALITIES. . . . . . *Page 43*
10. LIGHT MUSIC . . . . . . *Page 44*
ADDENDA: NOVEMBER PROGRAMS . *Page 46*

The programs "BY COLUMBIA" for December are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

CHRISTMAS PROGRAMS

PROGRAM AND TIME	DESCRIPTION
TROUT IN TOYLAND 3:00–3:15 p.m. SATURDAY, DECEMBER 18	Bob Trout, CBS announcer, visits the James Flanagan Youth Center where New York's policemen and firemen are repairing toys for distribution during the Christmas season.
NUREMBERG TOYS 1:30–1:45 p.m. SUNDAY, DECEMBER 19	From Nuremberg, Germany, famous world center of toy-making, Columbia brings a special international broadcast describing the making of Christmas toys.
HANDEL'S "MESSIAH" 11:30 p.m.–12:30 a.m. SUNDAY, DECEMBER 19	For the third consecutive year on CBS, the choir of the Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri, sings Handel's "Messiah."
"HAPPY CHRISTMAS TO YOU ALL" 3:00–3:30 p.m. MONDAY, DECEMBER 20	From London a special international music-hall program, "Happy Christmas to You All," presents Gracie Fields, famous English comedienne, and Vic Oliver, MC.
SYRACUSE CHILDREN'S CHORUS 2:30–3:00 p.m. WEDNESDAY, DECEMBER 22	The chorus of 5,000 high-school children participating in the Syracuse Christmas Carol Festival will be heard over CBS for the fifth consecutive year.
BROADSTREET CHOIR 2:30–3:00 p.m. THURSDAY, DECEMBER 23	The Broadstreet Presbyterian Church Choir of Columbus, Ohio, presents a program of Christmas music by Gustav Holst, conducted by Herbert Huffman.

CHRISTMAS PROGRAMS

(Continued)

PROGRAM AND TIME	DESCRIPTION
"BETHLEHEM, TODAY AND THEN" 2:15–2:30 p.m. FRIDAY, DECEMBER 24	"Bethlehem, Today and Then" is the subject of a Christmas address by the Very Reverend Charles T. Bridgeman, Canon of St. George's Cathedral, Jerusalem.
RUSSIAN CHRISTMAS 2:30–3:00 p.m. FRIDAY, DECEMBER 24	This special program features a group of Russian male voices from the Art of Musical Russia in selections from the Christmas music of their country.
CAROLS FROM GRAND CENTRAL STATION 4:30–4:45 p.m. FRIDAY, DECEMBER 24	Seventy-five school children will participate in this program of Christmas carols sung from the balcony of huge Grand Central Station in the heart of New York City.
LIGHTING THE NATION'S CHRISTMAS TREE 5:00–5:30 p.m. FRIDAY, DECEMBER 24	The fifteenth annual lighting of the National Community Christmas Tree in Lafayette Park, Washington, D. C. is described to Columbia listeners in this special broadcast. The President is scheduled to speak on this occasion.
CHRISTMAS MESSAGE FROM IRELAND 6:00–6:15 p.m. FRIDAY, DECEMBER 24	From Dublin comes a special Christmas message from President Eamon DeValera of Ireland and a program of Irish carols by the Plain Songsters Male Choir.
CARILLON MUSIC 11:50 p.m.–12 midnight FRIDAY, DECEMBER 24	Nora Johnston, noted English carillon player, here on a visit from London, will usher in Christmas Day with a program of carillon music.

CHRISTMAS PROGRAMS

(Continued)

PROGRAM AND TIME	DESCRIPTION
ANNUAL CAROL SERVICE 12 midnight–1:00 a.m. FRIDAY, DECEMBER 24	On Christmas Eve, the annual Carol Service, a long-standing CBS tradition, will be conducted by a choir under Howard Barlow's direction, with Julius Mattfeld at the organ.
BBC SINGERS 9:00–9:30 a.m. SATURDAY, DECEMBER 25	From London on Christmas morning the BBC Singers, the choral group of the British radio organization, presents a program of English carols directed by Leslie Woodgate.
VATICAN BROADCAST 1:00–2:00 p.m. SATURDAY, DECEMBER 25	A special international broadcast from Vatican City is scheduled to include Beniamino Gigli and the Sistine Chapel Choir.
CHILDREN ABROAD 2:00–2:30 p.m. SATURDAY, DECEMBER 25	The children of American journalists who work in foreign capitals and spend their Christmas abroad will be visited by Columbia in Paris, London and Vienna.
POLISH CAROLS 2:30–3:00 p.m. SATURDAY, DECEMBER 25	This program of Polish carols by Genia Zielinska, concert artist, is accompanied by Leon Goldman's string orchestra.
BOY CHORISTERS 3:45–4:00 p.m. SATURDAY, DECEMBER 25	The Boy Choristers, a group of English boy singers, presents a program of Christmas music from the Waldorf-Astoria.
CHRISTMAS—HOLY DAY AND HOLIDAY 5:45–6:25 p.m. SATURDAY, DECEMBER 25	This special musical program under the direction of Bernard Herrmann includes unusual Christmas compositions arranged for small vocal and instrumental groups.

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
NATIONAL BRIDGE CHAMPIONSHIPS 3:45–4:00 p.m. SATURDAY, DECEMBER 4	At the 11th National Contract Bridge Championships in Washington, William E. McKenney, bridge authority and columnist, interviews notables of the game.
HERBERT HODGE, LONDON CABBY 1:30–1:45 p.m. SUNDAY, DECEMBER 5	Life at the wheel of a London cab is the subject of this unique interview from London with Herbert Hodge, who has piloted Americans around his town for over a decade.
JOHN HEISMAN MEMORIAL TROPHY 10:30–10:45 p.m. TUESDAY, DECEMBER 7	Ted Husing acts as toastmaster at the third annual presentation of the John Heisman Trophy to the country's outstanding football player by the Downtown Athletic Club.
INVENTORS CONGRESS 6:15–6:30 p.m. TUESDAY, DECEMBER 7	The 23rd National Inventors Congress in Hollywood is covered by Gary Breckner who will describe some of the 700 items, including snore-eliminators and other ingenious contraptions, on display.
ALL-AMERICA FOOTBALL TEAM 10:45–11:00 p.m. SATURDAY, DECEMBER 11	The 13th annual team chosen by the All-America Board of Football (which includes Coaches Zuppke, Thomas, Warner and Jones and chairman Christy Walsh) takes a bow on this program.

SPECIAL EVENTS

(Continued)

PROGRAM AND TIME	DESCRIPTION
DEXTER FELLOWS MEMORIAL 4:15–4:30 p.m. TUESDAY, DECEMBER 14	Tributes to the late Dexter W. Fellows, probably the best-known circus promoter in the world, will be paid by O. O. McIntyre, Edwin C. Hill and other speakers at the Commodore Hotel.
TWELVE CROWDED MONTHS 9:00–10:00 p.m. FRIDAY, DECEMBER 24	The twelve biggest news events of 1937, as selected by newspaper editors and press associations throughout the country, will be dramatized in a full-hour broadcast with an outstanding cast of radio actors, with the accompaniment of a symphony orchestra.
NEW YEAR'S EVE 11:00 p.m.–4:00 a.m. FRIDAY, DECEMBER 31	Crowds in New York, Chicago, Denver, Hollywood and Honolulu will carry their welcome of 1938 over CBS microphones as the New Year moves across the country. Paul Douglas begins the broadcast at Times Square, followed by an hour of music by Benny Goodman, Eddie Duchin and Cab Calloway from various night spots. When midnight reaches Chicago, celebrations in the Loop will be followed by the music of Frankie Masters and Orrin Tucker in Chicago, and George Hall and Richard Himber in New York. The New Year's celebration in the Rocky Mountain region will be followed by a switch to Memphis, Tennessee, then to Jay Freeman's orchestra. Midnight in Hollywood will then be broadcast and, after a glimpse of festivities in Honolulu, the program will be concluded from the Palace Hotel in San Francisco.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
SENATOR AUSTIN 2:15–2:30 p.m. WEDNESDAY, DECEMBER 1	Senator Warren R. Austin (R) of Vermont is heard in a talk from Washington on the subject, "Dewey Day."
NORMAN THOMAS 10:45–11:00 p.m. WEDNESDAY, DECEMBER 1	Norman Thomas, leader of the Socialist Party, discusses international affairs under the heading, "Can America Keep Out?"
WORKERS OVER FORTY 6:15–6:30 p.m. THURSDAY, DECEMBER 2 6:35–6:45 p.m. MONDAY, DECEMBER 6	Senator Hattie W. Caraway (D) of Arkansas explains the work of the Foundation for Americans of Mature Age in aiding jobless over 40. On December 6, Newbold Noyes speaks on the same subject, "The Worker Over Forty—What Is to Be His Fate?"
REP. MAURY MAVERICK 7:30–7:45 p.m. FRIDAY, DECEMBER 3	Representative Maury Maverick (D) of Texas draws a parallel between current problems and those which confronted Andrew Jackson, in a talk, "History Repeats Itself."
CHARLES F. HASFORD 10:45–11:00 p.m. FRIDAY, DECEMBER 3	Charles F. Hasford, Jr., chairman of the National Bituminous Coal Commission discusses "What the Coal Commission Is Doing and Why."
"HARVARD GUARDIAN" CONFERENCE 3:00–3:30 p.m. SATURDAY, DECEMBER 4	Senator Lundeen (F-L) of Minnesota, Professor Payson S. Wild, Jr., Nathanial Peffer and William Hancock speak at the Conference on America's Foreign Policy held by the *Harvard Guardian.*

PUBLIC AFFAIRS *(Continued)*

PROGRAM AND TIME	DESCRIPTION
JOURNEYMEN BARBERS UNION 7:30–7:45 p.m. MONDAY, DECEMBER 6	The Journeymen Barbers International Union celebrate their 50th anniversary with a short dramatization of their history and a talk by president William C. Birthright.
MAKING OUR ROADS SAFE 10:45–11:00 p.m. WEDNESDAY DECEMBER 8	This program on traffic safety, "Making Our Roads Safe," presents Major Charles Spencer Hart, Grand Exalted Ruler of the B.P.O.E.; Paul C. Hoffman and David M. Goodrich of the B. F. Goodrich Company.
COLBY M. CHESTER 10:00–10:30 p.m. THURSDAY, DECEMBER 9	Colby M. Chester, chairman of the board of General Foods Corporation and head of the National Association of Manufacturers speaks at the dinner of the Congress of American Industry.
FRANK GANNETT 10:45–11:00 p.m. FRIDAY, DECEMBER 10	Frank Gannett, newspaper publisher and participant in activities of New York State Republican Clubs, speaks on "Labor and Prosperity."
FARM PROBLEMS AND FOREIGN POLICY 12:15–12:30 p.m. SATURDAY, DECEMBER 11	Charles P. Taft 2nd, chairman of the Mobilization for Human Needs, and Walter Laves of the League of Nations Association discuss "Farm Problems and Foreign Policy."
CARNEGIE INSTITUTE EXHIBITION 3:00–3:15 p.m. SATURDAY, DECEMBER 11	At the annual exhibition of the Carnegie Institute, three speakers discuss a problem in terrestrial magnetism, "Radio and Magnetic Effects of Solar Eruption."

PUBLIC AFFAIRS

(Continued)

PROGRAM AND TIME	DESCRIPTION
TOM M. GIRDLER 10:30–10:45 p.m. TUESDAY, DECEMBER 14	Tom M. Girdler, president of the American Iron and Steel Institute and chairman of the Republic Steel Corporation, addresses the annual banquet of the Illinois Manufacturers Association.
AMERICAN ARTISTS CONGRESS 10:45–11:00 p.m. WEDNESDAY, DECEMBER 15	William Gropper, artist; Philip Youtz, director of the Brooklyn Museum and Jerome Klein, art editor of the *New York Post* speak in connection with the American Artists Congress in Carnegie Hall.
JENNIE M. FLEXNER 2:00–2:15 p.m. THURSDAY, DECEMBER 16	Jennie M. Flexner, Readers' Adviser of the New York Public Library, speaks on "Readers and Books."
HERBERT HOOVER 10:00–10:30 p.m. THURSDAY, DECEMBER 16	Former President Herbert Hoover is scheduled to make an address from Chicago on "Economic Security and the Individual."
BOY SCOUT PROGRAM 6:35–6:45 p.m. FRIDAY, DECEMBER 17	Col. Theodore Roosevelt, Jr. and Dr. West of the Boy Scouts of America join in a discussion of the Boy Scout reading program.
"BRITISH YOUTH VIEWS AMERICA" 4:30–4:45 p.m. SATURDAY, DECEMBER 18	Paddy Crookshank and Hon. Michael Astor, son of Lady Astor, present the views of British youth on America.

PUBLIC AFFAIRS
(Continued)

PROGRAM AND TIME	DESCRIPTION
PRESS-RADIO NEWS Various times DAILY	The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.
LEWIS BROWNE 7:15–7:30 p.m. EACH MONDAY	Lewis Browne, author and journalist, is heard weekly in interpretative news comments on current events, with particular insight into the personalities involved.
INTERNATIONAL EXCHANGE BROADCASTS 1:30–1:45 p.m. EACH SUNDAY	Expert observers of international affairs, including prominent statesmen and journalists, appear on this regular Sunday period of talks from foreign capitals.
HEADLINES AND BYLINES 10:30–11:00 p.m. EACH SUNDAY	A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenborn analyzes foreign affairs, Bob Trout summarizes the latest news, and Pierre Bedard interprets domestic events.
CURRENT QUESTIONS BEFORE CONGRESS *The Senate*—4:30–4:45 p.m. EACH FRIDAY *The House*—4:30–4:45 p.m. EACH MONDAY	Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge of the issues involved.

EDUCATIONAL PROGRAMS

AMERICAN SCHOOL OF THE AIR
2:30–3:00 p.m.
MONDAY THRU FRIDAY

The *American School of the Air* in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate.

MONDAYS: *History,* "Exits and Entrances." History and current events for Junior and Senior High School students on December 6 and 13.

TUESDAYS: *Literature, Music.*
December 7: Music of the Minstrels and Troubadours.
December 14: Carl Carmer on "American Folklore."

WEDNESDAYS: *Geography.*
December 1: Steady, Sturdy Finland.
December 8: A Friend Who Crossed Siberia.
December 15: Slovakia and the Carpathian Mountains.

THURSDAYS: *Primary Music, Literature.*
December 2: Dorothy Gordon, "Finger and Hand Rhythms"; "The Legend of the Ice Palace."
December 9: Dorothy Gordon, "Indian Songs and Dances"; "The Reward of the Sun God."
December 16: Dorothy Gordon, "A Christmas Party"; "The Golden Pebbles."

EDUCATIONAL PROGRAMS *(Continued)*

PROGRAM AND TIME	DESCRIPTION
AMERICAN SCHOOL OF THE AIR *(Continued)*	FRIDAYS: *Vocational Guidance, Science.* December 3: "Earning While Learning"; "Soil Formation." December 10: "Can We Ever Know Enough?"; "How to Make a Miniature Volcano." December 17: "Do We Know Ourselves?"; "How to Make a Miniature Earthquake."
COLLEGE LIFE 4:15–4:45 p.m. SATURDAY, DECEMBER 4	Campus social life, athletic and outside activities, and the problem of making them balance without slighting responsibilities are the topics discussed on this program by a group of collegians and alumni.
NEW HORIZONS 6:15–6:30 p.m. EACH MONDAY	The American Museum of Natural History presents this series under the direction of Hans Christian Adamson. Famous explorers and scientists unite in recounting adventures in far places. DECEMBER 6: In connection with the 50th anniversary of the Museum, F. Trubee Davison discusses "The First Museum Expedition" and Roy Chapman Andrews describes "Changes in Methods of Exploring." DECEMBER 13: Dr. James Chapin, returned from Africa, relates his discovery of the Congo Peacock. DECEMBER 20: Dr. Harry L. Shapiro on "Pitcairn Island." DECEMBER 27: Dr. H. C. Raven on "Tracking and Tackling Gorillas in Congo."

EDUCATIONAL PROGRAMS

(Continued)

PROGRAM AND TIME	DESCRIPTION
THE STORY OF INDUSTRY 4:30–5:00 p.m. EACH TUESDAY	The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry." Harry R. Daniel is narrator. The series also includes talks by outstanding figures of American industry. DECEMBER 7: Chemicals. *Guest:* E. R. Stettinius, Jr., "Are You Developing an Executive in Your Family?" DECEMBER 14: Tobacco. *Guest:* J. T. Trippe, president Pan-American Airways, "Your Grandmother's Day and Your Granddaughter's." DECEMBER 21: Toys. *Guest:* R. J. Hamilton, president American Radiator Company, "Industry Hopes You Are Not Satisfied." DECEMBER 28: Motion Pictures. *Guest:* Will Hays, president MPPDA, "Motion Pictures Today."
NEW YORK ACADEMY OF MEDICINE 3:45–4:00 p.m. EACH WEDNESDAY	DECEMBER 1: Dr. Samuel Weiss, N. Y. Polyclinic Medical School and Hospital, "Difficulties and Deficiencies in Diet." DECEMBER 8: Dr. Roy Upham of the Flower-Fifth Avenue Hospital, "Desirable and Damaging Diets." DECEMBER 15: Dr. Leo Schwartz, Department of Otolaryngology, Beth Israel Hospital: "Sinus Trouble." DECEMBER 22: Dr. Alfred E. Cohn, Rockefeller Institute for Medical Research, "Heart Disease." DECEMBER 29: Dr. Ralph Almour, N.Y. Polyclinic Medical School and Hospital, "Sinus Disease."

DUCATIONAL PROGRAMS
(Continued)

PROGRAM AND TIME	DESCRIPTION
SCIENCE SERVICE 4:15–4:30 p.m. EACH THURSDAY	The Science Service Association of Washington, D. C. cooperates in scheduling these talks. Watson Davis, director, presents the speaker on each broadcast. DECEMBER 2: Dr. John A. Skladowsky of the Baltimore Health Department, "Keep Well at Christmas." DECEMBER 9: Dr. H. C. Bryant of the National Park Service, "Big Game in the National Parks." DECEMBER 16: Rev. Edward Ward of the Catholic University of America, "Wives by the Dozen—in Africa." DECEMBER 23: Mr. James Stokley of the Franklin Institute; "The Christmas Star." DECEMBER 30: Watson Davis, director of Science Service, reviews "The Year in Science."
"FIGHTING CRIME" 6:45–7:00 p.m. EACH SATURDAY	Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are: DECEMBER 4: Commissioner Sir James H. MacBrien of the Royal Canadian Mounted Police explains the problems and methods of his organization, in a talk from Ottawa. DECEMBER 11: Representative Emanuel Celler (D) of New York and Brien McMahon, Assistant U. S. Attorney in Charge of Criminal Prosecution, "The Sale of Firearms."

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	NEW YORK PHILHARMONIC-SYMPHONY ORCHESTRA 3:00–5:00 p.m. EACH SUNDAY	From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. John Barbirolli is conductor, and Deems Taylor, Columbia's Musical Consultant, is program commentator. The December schedule: DECEMBER 5: *Mozart:* Overture to the "Marriage of Figaro": *Lalo:* Symphonie Espagnole, *Mishel Pastro, violinist; Dvorak:* Symphonic Variations on an Original Theme; *Cadman:* The Dark Dancers of the Mardi Gras, *Charles Wakefield Cadman, pianist; Faure:* Pavane; *Wagner:* Overture to "Rienzi." DECEMBER 12: *All Wagner program.* Preludes to Acts I and II of "Lohengrin"; Overture and Bacchanale from "Tannhaüser"; Siegfried's Rhine Journey from "Götterdammerüng"; Preludes to Acts I and III of "Tristan und Isolde"; Ride of the Valkyries from "Die Walküre"; Excerpts from "Die Meistersinger": Prelude to Act III, Dance of the Apprentices, Entrances of the Masters, and Homage to Sachs. DECEMBER 19: *Beethoven:* "Coriolanus" Overture and Symphony No. 6 ("Pastoral"); *Sibelius:* Symphony No. 1. DECEMBER 26: *Corelli:* Concerto Grosso No. 8; *Beethoven:* Piano Concert No. 4; *Guiomar Novaes,* pianist; *Tschaikowsky:* Symphony No. 5.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *(Continued)*	YOUNG PEOPLE'S SYMPHONY CONCERTS 3:30–4:30 p.m. TUESDAY, DECEMBER 7 11:00 a.m.–12:15 p.m. SATURDAY, DECEMBER 18	Two concerts in the young people's series of two great orchestras are scheduled this month. DECEMBER 7: Eugene Goossens conducts the Cincinnati Symphony Orchestra in the second of a series of five concerts. Theo Gannon is commentator on this program: *Berlioz:* "Roman Carnival" Overture; *Franck:* Finale, Symphony in D Minor; *Scarlatti:* "The Good-Humored Ladies" Suite; *Bach:* Air for the G String; *Debussy:* Fetes from the "Nocturnes"; *Rossini:* Overture to "The Italian in Algiers." DECEMBER 18: John Barbiolli conducts the New York Philharmonic-Symphony Orchestra in the first program in the eighth consecutive season of the Young People's Concerts over CBS. The concert originates in Carnegie Hall.
	WALBERG BROWN STRINGS 10:00–10:30 a.m. EACH SUNDAY	Walberg Brown, musical director of WGAR, Columbia's station in Cleveland, leads the string quartet in this series of concert music. The players are all members of the Cleveland Symphony Orchestra. (Not on WABC)
	"ROMANTIC MUSIC" 3:00–3:30 p.m. EACH MONDAY EXCEPT DECEMBER 20	Noted guest singers are featured in this series presenting the music of romantic composers of France, Germany, Italy and Russia. DECEMBER 6: Myron Taylor, tenor; Pauline Pierce, mezzo-soprano. DECEMBER 13: Fritz Lechner, baritone; Alice Plumlee, violinist.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
HOLLACE SHAW 3:30–4:00 p.m. TUESDAY, DECEMBER 14 AND 28	Hollace Shaw, soprano, who recently created the principal role in Louis Gruenberg's radio opera, "Green Mansions," is featured weekly on this series of programs with the Columbia Concert Orchestra under the direction of Howard Barlow.
SELECTIONS FROM LIGHT OPERA 6:35–6:45 p.m. EACH TUESDAY	This series of selections from famous light operas is played by the Columbia Symphony Orchestra under Victor Bay. DECEMBER 7: "Countess Maritza," by Kalman. DECEMBER 14: "Mikado," by Gilbert and Sullivan. DECEMBER 21: "The Beggar Student," by Millocker. DECEMBER 28: "A Connecticut Yankee," by Rodgers and Hart.
"A LITTLE NIGHT MUSIC" 10:45–11:00 p.m. TUESDAY, DECEMBER 7, 21, 28	Ernst Wolff, noted German baritone, presents three intimate recitals this month under a heading translated from Mozart's "Eine Kleine Nachtmusik." Mr. Wolff is his own accompanist.
CURTIS INSTITUTE OF MUSIC 4:00–4:45 p.m. EACH WEDNESDAY	The Curtis Institute of Music, of which Dr. Josef Hofmann is director, is presenting a series of thirty Wednesday concerts in its eighth consecutive season on CBS. Distinguished faculty members and students perform. Selma Amansky is soprano soloist on December 8 with a chamber music group directed by Dr. Louis Bailly. Fritz Reiner conducts the Curtis Symphony Orchestra on December 15.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
ESSAYS IN MUSIC 10:00–10:30 p.m. THURSDAY, DECEMBER 2 6:00–6:30 p.m. EACH FRIDAY BEGINNING DECEMBER 10	This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay conducts the Columbia Symphony Orchestra and features soloists and choruses. David Ross is narrator. DECEMBER 2: *Impressions of Italy.* Margaret Daum, soloist. DECEMBER 10: *Dreams.* Theo Karle, soloist. DECEMBER 17: *Famous Rivers.* Soloist and Male Quartet. DECEMBER 24: *Toys.* Hollace Shaw, soloist (6:15–6:40 p.m.) DECEMBER 31: *Love.* Ruth Carhart and Hollace Shaw, soloists with Male Quartet.
MARGARET DAUM 7:15–7:45 p.m. EACH FRIDAY EXCEPT DECEMBER 24	This young prima donna of the Metropolitan Opera Company Spring Season is heard in a repertoire of favorite songs and arias. This month she includes selections by Durante, Massenet, Ronald and Sadero.
COLUMBIA CONCERT HALL 3:00–3:30 p.m. EACH FRIDAY	The *Columbia Concert Hall* presents this month: DECEMBER 3: The Lazanne Trio. DECEMBER 10: The Sutro Sisters, duo-pianists. DECEMBER 17: Trio—Kneisel, Alden and Turner. DECEMBER 24: The Kreiner String Quartet.

SERIOUS MUSIC

(Continued)

PROGRAM AND TIME	DESCRIPTION
CINCINNATI CONSERVATORY OF MUSIC 11:00–12:00 a.m. EACH SATURDAY	The Cincinnati Conservatory of Music presents its third season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured as soloists. During December they present compositions by Mozart, Chopin, Corelli, Trunk, Gliere and Schumann.
THE COOLIDGE QUARTET —"HAYDN TO DEBUSSY" 5:45–6:25 p.m. EACH SATURDAY	The Coolidge Quartet (William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist) are assisted by distinguished guest artists in this series of six programs surveying chamber music from the classic through the impressionistic period. The programs are sponsored by the Elizabeth Sprague Coolidge Foundation in the Library of Congress. DECEMBER 4: Schumann, Piano Quartet and Mendelssohn, String Quartet. *Frank Sheridan, pianist.* DECEMBER 11: Brahms, Clarinet Quintet and Wolf, Italian Serenade. *Gustave Langenus, clarinetist.* DECEMBER 18: Dvorak, Terzetto and Debussy, String Quartet.
SALT LAKE CITY TABERNACLE CHOIR 12:30–1:00 p.m. EACH SUNDAY	This world-famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
"BRAVE NEW WORLD" 10:30–11:00 p.m. EACH MONDAY	The history of South America, as represented in the lives of its great heroes, is dramatized in this new series presented with the cooperation of the United States Office of Education. Earl McGill directs the cast. DECEMBER 6: America's Most Famous Interview. DECEMBER 13: Early Efforts for an American League of Nations, 1826. DECEMBER 20: Christ of the Andes. DECEMBER 27: The Schoolmaster President.
"TISH" 9:30–10:00 p.m. EACH WEDNESDAY	Mary Roberts Rinehart's famous character, Letitia ("Tish") Carberry, and Lizzie and Aggie, her friends, are the heroines of adventures dramatized from the author's latest series, recently published as "Tish Marches On." Joel Hammil and Leo Fontaine of the Federal Radio Theatre adapt the stories and William Robson is the director.
THE COLUMBIA WORKSHOP 10:30–11:00 p.m. EACH THURSDAY	*The Columbia Workshop,* now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. Irving Reis is director. DECEMBER 9: "Marconi, the Man and His Wireless," a dramatization of Orrin E. Dunlap's biography of the inventor. DECEMBER 16: "Mr. Justice," the life of Oliver Wendell Holmes, dramatized by Irving Reis.

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
SUNDAY MORNING AT AUNT SUSAN'S 9:00–9:55 a.m. EACH SUNDAY	These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up a full program for children which has won a large family audience, as well. Guests this month include Rosebud Yellowrobe, Cameron King, Richard Blondell and Mr. Robin, bird imitator.
"DEAR TEACHER" 5:30–5:45 p.m. EACH TUESDAY AND THURSDAY	Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject and four children appear on each show. Subjects for questions during December include Holland, diamonds, whales, Benjamin Franklin and Westminster Abbey.
LET'S PRETEND 10:30–11:00 a.m. EACH SATURDAY	The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are: DECEMBER 5: "Water of Life." DECEMBER 11: "Bremen Town Musicians." DECEMBER 18: "Snow White and Rose Red." DECEMBER 25: "House of the World."
DOROTHY GORDON 5:30–5:45 p.m. MONDAY, WEDNESDAY, FRIDAY	Dorothy Gordon, winner of the 1937 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesdays she presents her original "Sing Together Club," featuring young visitors to the studio.

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
CHURCH OF THE AIR 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	DECEMBER 5: *Morning*—Rev. Laurence R. Plank, Church of the Unity, St. Louis. *Afternoon*—Arthur A. Kelhenny, Former First Reader of First Church of Christ Scientist, Detroit. DECEMBER 12: *Morning*—Rev. Edgar De Witt Jones, D.D., Central Woodward Christian Church, Detroit. *Afternoon*—Most Reverend John F. Noll, Bishop of Fort Wayne, Indiana. DECEMBER 19: *Morning*—Rev. George M. Gibson, First Congregational Church, Webster Groves, Mo. *Afternoon*—Rabbi Henry J. Berkowitz, Temple Beth Israel, Portland, Oregon. DECEMBER 26: *Morning*—Rev. Henry W. Snyder, D.D., St. Paul's Lutheran Church, Washington, D. C. *Afternoon*—Special Sunday School program from Mormon Tabernacle, Dr. Adam S. Bennion, speaker.
UNIVERSAL BIBLE SUNDAY 1:30–1:45 p.m. SUNDAY, DECEMBER 12	Secretary of State Cordell Hull is the principal speaker on this program arranged under the auspices of the American Bible Society for Universal Bible Sunday.
CATHOLIC PHILOSOPHY CONFERENCE 4:00–4:15 p.m. THURSDAY, DECEMBER 30	From the American Catholic Philosophical Association Conference, a panel discussion will be held by Dr. Gerald Phelan of Toronto University; Dr. Louis Mercier of Harvard and Dr. Miltner of Notre Dame.

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.–12:30 p.m. EACH SUNDAY	Host on one of radio's oldest and mos widely-known presentations, Major Bowe celebrates his fourteenth consecutive year a paterfamilias of his Capitol Family.
COLONEL JACK MAJOR 3:00–3:30 p.m. EACH TUESDAY	Singer, yodeler, whistler, tall-story-teller poetry-reader and hill-billy philosopher young Colonel Jack Major acts as Master o Ceremonies for his half hour radio revu with Freddie Rich's orchestra.
RICHARD MAXWELL 9:30–9:45 a.m. TUESDAY, THURSDAY, SATURDAY 9:15–9:25 a.m. WEDNESDAY AND FRIDAY	Soloist of "Songs of Comfort and Cheer,' Richard Maxwell presents five programs o hymns and inspirational songs each week He was first heard on Columbia in 1928 Mr. Maxwell is currently dedicating pro grams to "good neighbors."
TED MALONE 4:00–4:15 p.m. MONDAY, TUESDAY, THURSDAY, FRIDAY	Ted Malone brings to the reading of poetr a vibrant voice and a deep sincerity whic have won for him one of the widest follow ings in radio. His recitals are delivere against a background of organ music.
"BUDDY CLARK ENTERTAINS" 10:00–10:30 p.m. EACH THURSDAY EXCEPT DECEMBER 9 AND 16	The familiar singing voice of Buddy Clar is on the air each Thursday in this ne series of informal shows. Buddy plays th host, announces his own program, and pre sents outstanding guest artists.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC	"THE PEOPLE'S CHOICE" 8:00–8:30 p.m. EACH SUNDAY BEGINNING DECEMBER 5	This new series presents highlights from the week's best CBS programs as chosen by the vote of listeners, including the outstanding comedy sequence, dramatic scene, dance band arrangement, serious music, singing, news commentary and novelty of the week. "The People's Choice" originates in Columbia's station in Hollywood. Charles Vanda is producer and Lud Gluskin musical director.
	"EARACHES OF 1938" 8:30–9:00 p.m. EACH SUNDAY	Harry Conn, comedian, portrays the role of a hapless musical comedy producer on this new series of variety programs. The cast includes Beatrice Kay, comedy songstress; Barry Wood, singer; Charles Cantor and Mark Warnow's Orchestra.
	SATURDAY NIGHT SWING CLUB 7:00–7:30 p.m. EACH SATURDAY	With Leith Stevens and Paul Douglas as band director and swing commentator, the Swing Club guests this month include: Maxine Sullivan, negro singer; Tommy Dorsey and Art Tatum, pianist.
	THEATRE MATINEE 3:00–3:30 p.m. EACH THURSDAY	Ben Hawthorne is master of ceremonies of this informal half-hour's entertainment, including Freddie Rich's Orchestra, the songs of Claire Sherman and Jack Shannon.
	"DEAR COLUMBIA" 9:00–9:25 a.m. EACH THURSDAY	Audience mail requests for songs and selections old and new are gratified on this program by Ray Block's orchestra.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC *(Continued)*	SONG TIME 6:45–7:00 p.m. MONDAY THRU FRIDAY	These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originate from St. Louis, the Friday from Hollywoo and the others from New York. MONDAY: Hollace Shaw and Ray Heatherton TUESDAY: Ruth Carhart and Bill Perry. WEDNESDAY: Doris Kerr and Howard Phillips. THURSDAY: Lorraine Grimm and Harry Cool FRIDAY: Betty Grable and John Payne.
	DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN, FOUR STARS *Various hours*	These harmony groups are featured on th Columbia Network throughout the week Each has a distinctive vocal style, and al continue to be network favorites.
	DANCE ORCHESTRAS *Various hours* MONDAY THRU SUNDAY	America's leading dance bands provide full schedule of current hits and old favorites to Columbia's listeners throughout th week in the late evening hours. The following top-ranking bands are scheduled fo December: Bert Block Cab Calloway Emery Deutsch Tom Dorsey Ted Fiorito Jay Freeman Benny Goodman Glen Gray George Hall George Hamilton Richard Himber Sammy Kaye Henry King Frankie Masters Leighton Noble Orrin Tucker Sterling Young

ADDENDA: NOVEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *November* programs which were arranged too late for inclusion in last month's issue of this booklet.

NOVEMBER 3: Robert J. Bulkley, senior Senator from Ohio, addressed the Bankers' Luncheon of the 24th National Foreign Trade Convention at Cleveland, 2:15–2:30 p.m.

From Brussels, Belgium, Norman H. Davis, U. S. Ambassador at Large, spoke as chief delegate to the Nine Power Conference from this country, 6:15–6:30 p.m.

NOVEMBER 4: Dr. Cheng Ling T. Wang, Chinese Ambassador to the United States, made "A Reply to the Japanese Ambassador" in the CBS series on the Far Eastern situation, 6:45–7 p.m.

NOVEMBER 5: Sights and sounds of the Paris Exposition were presented in a special transatlantic program, 3:45–4 p.m.

A round-table discussion of "Republican Party Plans" was held at Chicago by four prominent national committeemen and women, led by Leo Casey, director of publicity for the Republican National Committee, 7:30–7:45 p.m.

NOVEMBER 6: The successful attempt of Captain George Eyston to break the world's automobile speed-record was described from the Bonneville Salt Flats, 10–10:45 a.m.

From the National Book Fair in New York several prominent literary figures participated in a round-table discussion, 9:30–9:45 p.m.

NOVEMBER 8: The first broadcast of naturalization ceremonies was presented from the U. S. District Court in New York, with 300 new citizens, the largest group ever naturalized at one time, 10:45–11:15 a.m.

A group of eminent educators was heard in a discussion of "The Federal Government and Education," under the auspices of the National Education Association, 3–3:30 p.m.

Hitoshi Ashida, member of the Lower House of the Japanese Parliament, spoke from New York in the CBS series on the Far Eastern situation, 6:35–6:45 p.m.

NOVEMBER 10: Walter White, executive secretary of the National Association for Advancement of Colored People, spoke on "Educational Opportunities for Negro Youth" in connection with National Education Week, observed during November 7 to 13, 3:15–3:30 p.m.

A tribute to the late British statesman, Ramsay MacDonald, was paid by Lord

Allen of Hertwood in a broadcast from London, 4:40–4:45 p.m.

Two discussions of the national employment census were presented from Washington: Monsignor Michael Ready, 6:35–6:45 p.m.; Frank R. Wilson, 10:45–11 p.m.

NOVEMBER 11: Ceremonies connected with President Roosevelt's official observance of Armistice Day were carried to the nation from the Tomb of the Unknown Soldier, 10:45–11 a.m.

NOVEMBER 12: Another talk in the CBS series on the national unemployment census presented Lucius Wilson from Washington, 2:15–2:30 p.m.

An English expert's view of Proportional Representation was given by John H. Humphreys in a discussion of New York City's recent elections, 6:35–6:45 p.m.

NOVEMBER 14: The fifth international broadcast on world economic cooperation presented over the Columbia Network included Lord Cecil, president of the League of Nations Union, from Washington; Clark M. Eichelberger of the National Peace Conference, from New York; Pierre Cot, French Minister of Aviation, from Paris; R. B. Inch, director of the League of Nations Society in Canada, from Toronto; and Albert Munay of Oxford University, from England, 2–2:30 p.m.

NOVEMBER 15: Roderick Stephens, director of the New York Chapter of the American Red Cross, spoke on the organization's annual Roll Call, 6:35–6:45 p.m.

NOVEMBER 16: Two broadcasts in the CBS series on the national unemployment census presented Bob Trout, 2:15–2:30 p.m. and interviews with mayors attending the National Conference at Washington, 10:45–11 p.m.

Maurice P. Davidson, chairman of the Progressive Party, delivered a talk on "Progressive Thoughts in Nation and State," 10:45–11 p.m.

NOVEMBER 19: A group of "old-time" automobilists spoke from the Pennsylvania Hotel at a luncheon tendered by the American Automobile Association, 2:15–2:30 p.m.

Senator Joseph C. O'Mahoney (D) of Wyoming spoke from Washington on "Economic Freedom, the Essential Basis of Prosperity," in the first of the regular *Current Questions Before the Senate* series on CBS each Friday, 4:30–4:45 p.m.

F. L. Kerran, British labor leader, returning to England from a tour of the Far Eastern war front, described his experiences to American listeners, 6:35–6:45 p.m.

Representative John Taber of New York spoke on "The Administration and the Financial Situation," 7:30–7:45 p.m.

Representative Henry Ellenbogen of Pennsylvania spoke from Pittsburgh on "Low Cost Housing," 10:45–11 p.m.

NOVEMBER 20: James H. R. Cromwell spoke from New York on "What Should Congress Do about Wages and Hours?" 11–11:15 p.m.

NOVEMBER 21: From London Vernon Bartlett discussed the "British Reaction to the Proposed Trade Pact with the United States," 1:30–1:45 p.m.

Dr. Charles T. Loram of Yale led a roundtable discussion by YMCA leaders, "Youth on the March," 2–2:30 p.m.

NOVEMBER 22: Ben Ames, veteran foreign correspondent recently returned from a tour of the Spanish front, presented "An Uncensored View of Spain," 6:35–6:45 p.m.

NOVEMBER 23: A broadcast demonstrating the work of the newly organized Mobile Emergency Radio Corps originated from one of their short-wave radio equipped trailers travelling around New York City, 4:15–4:30 p.m.

George S. Viereck, author and lecturer, was heard in a talk on "The Reawakening of Asia," 6:35–6:45 p.m.

NOVEMBER 24: The 43rd Old Glory Sale, annual auction of trotters and pacers, was described by Bob Trout from Squadron A Armory in New York City, 2:15–2:30 p.m.

A Thanksgiving Eve broadcast presented Dr. John H. Finley, editor of the *New York Times*, and Rev. Harold H. Kelley of the Seamen's Church Institute on "The Captain and the Crew of the Mayflower," 10:45–11 p.m.

NOVEMBER 26: Sir Evelyn Wrench spoke from New York on "English Speaking Cooperation and World Peace," 2:30–2:45 p.m.

Professor Albert H. Marckwardt spoke from Buffalo on "What Is Good English Today?" 4:15–4:30 p.m.

Representative Allen T. Treadway of Massachusetts spoke from Washington on "Repeal the Undivided Profits Tax Now," 10:45–11 p.m.

NOVEMBER 28: John D. M. Hamilton, chairman of the Republican National Committee, spoke from Washington on "How to Reverse the Recession," 12:45–1 p.m.

From Vienna, Austria, Walter Duranty, foreign correspondent, discussed the current situation in Europe, 1:30–1:45 p.m.

Senator Pope of Idaho and Milburn Wilson, Under-Secretary of Agriculture, spoke on "The Farmer's Place in Solving World Economic Problems," 2–2:30 p.m.

Dr. Charles Stelzle, labor expert and director of the Good Neighbor League, was heard in a talk, "Can Labor Get Together?" 7:30–7:45 p.m.

NOVEMBER 30: A special program on the anniversary of Mark Twain's birthday presented Bob Sherwood, an intimate of the famous American writer and humorist, 6:15–6:30 p.m.

ED MALONE

ARD G ROBINSON IN "BIG TOWN

THE PEOPLES CHOICE • PHILLIPS POLY FOLLIES • PO

OF HELEN TRENT • SKELLY COURT OF MISSING HEIRS • "DEAR TEACHER"

WIS BROWNE • FOLLOW THE MOON WITH ELSIE HITZ AND NICK DAWSON • GOOD AFTERNO

NSTITUTE OF MUSIC • DOROTHY GORDON • EARACHES OF 1938 • ESSAYS IN MUSIC • BOAKE

DLINES AND BYLINES • ADSTREET CHOIR • SATURDAY NIGHT SWING CLUB •

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CATTERGOOD BAINES • NEW HORIZONS •

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TTY KITTY KELLY • CURRENT QUESTIONS • BBC SINGERS

SUNDAY • JACK BERCH AND HIS BOYS • JACK AND LORETTA • GE • MARY LEE TAY

RS • EAMON DEVALERA CHRISTMAS MESSAGE AND IRISH CAROLS • GOOD AFTERNOON NEIG

BACHELOR'S CHILDREN • BIG SISTER • CINCINNATI CONSERVATORY OF MUSIC • BUDDY CLA

INE CHAPEL CHOIR • NEWS THROUGH A WOMAN'S EYES—KATHRYN CRAVENS • OUR GAL SUN

• MYRT AND MARGE • MARY LEE TAYLOR • NEWS TIME—SAM HAYES • NEW HO

UAL CAROL SERVICE • HOLLYWOOD SHOWCASE • JENNY PEAB

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